7/1/40

IN THIS ISSUE: TEXT OF NEW FM RULES

BROADCASTING

Broadcast Advertising

Vol. 18 • No. 13

JULY 1, 1940
WASHINGTON, D. C.

Canadian and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

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July 1, 1940

50 YEARS AHEAD--

—but actually old-fashioned!

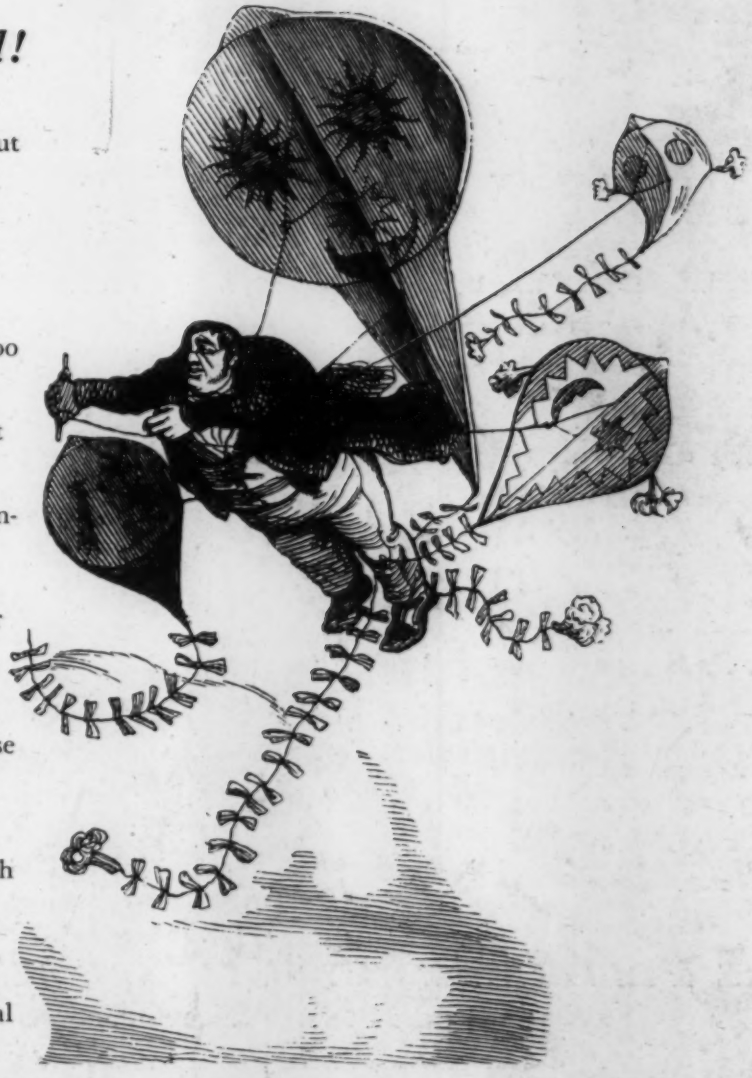
Progress is not merely indicated by change, but the simplification and improvement of existing conditions and things.

This is equally true of radio.

Compare WOR's method of handling its 50,000 watts with that of any station of equal power and coverage. It will be readily obvious that WOR differs from all others by its unique method of directing, multiplying and concentrating power.

WOR's directive-array system rivets its power on cities where people live, not dead-space. It tucks its power away from the ocean on the East and the sparsely populated portions of those states on the West. WOR's 50,000 watts are multiplied more than two times. They are specifically designed to reach more homes with radios—more powerfully—than those of any station anywhere!

We are now demonstrating this to more national advertisers than we did a year ago.



632,515 Letters-from January 2 to May 31

632,515 letters have been received at WLS so far this year—from January 2 to May 31. That's an average of 4,161 letters a day, including Sundays and Holidays.

We're mighty proud of such listener response, just as we are that WLS has averaged over a million letters a year for ten years. It proves that WLS gets results . . . year after year . . . from morning to signing-off time.

Pardon us if we repeat what we have said before: "It is more important to know where a station is *listened to* than to know where it merely can be heard." The WLS mail count is a definite answer to three important questions: Is the station listened to? Where are the listeners? And do they respond?

We'll be happy to send or show such a count to you . . . or you can get it from any John Blair man.

50,000 Watts
Clear Channel

WLS

870 Kilocycles
NBC Affiliate

THE PRAIRIE FARMER STATION, Prairie Farmer Building, Chicago

BURRIDGE D. BUTLER, JOHN SNYDER, *Manager*

JOHN BLAIR AND COMPANY, *National Representatives*

New England Offers Not Merely 3 Rings — But 18 . . . .

EACH of these 18 rings represents a sales area giving a complete performance sure to satisfy any audience of time buyers.

The 18 stations of The Yankee Network give advertisers front row seats at these sales shows, which play the year 'round.

You get your money's worth and MORE — every day — rain or shine in the "big top" New England market — where normal population concentration of 131.8 per square mile (U. S. average 41.3) is augmented by 3,000,000 or more summer visitors, spending half a billion dollars, or 11% of the estimated annual recreational expenditures of the United States.

— where per capita food expenditure is 58% greater than the United States average.

— where retail sales per square mile are 3.99 times larger than the rest of the United States average.

Why be satisfied with one ring acts when your price of admission, a Yankee Network ticket, gives you 18-ring performance, covering EVERY important New England population and sales center EVERY show?

WNAC
Boston
★
WTIC
Hartford
★
WEAN
Providence
★
WTAG
Worcester
★
WICC
Bridgeport
New Haven
★
WNLC
New London
★
WCSH
Portland
★
WLBZ
Bangor
★
WFEA
Manchester
★
WSAR
Fall River
★
WNBH
New Bedford
★
WHAI
Greenfield
★
WBRK
Pittsfield
★
WLLH
Lowell
Lawrence
★
WLNH
Laconia
★
WRDO
Augusta
★
WCOU
Lewiston
Auburn
★
WSYB
Rutland

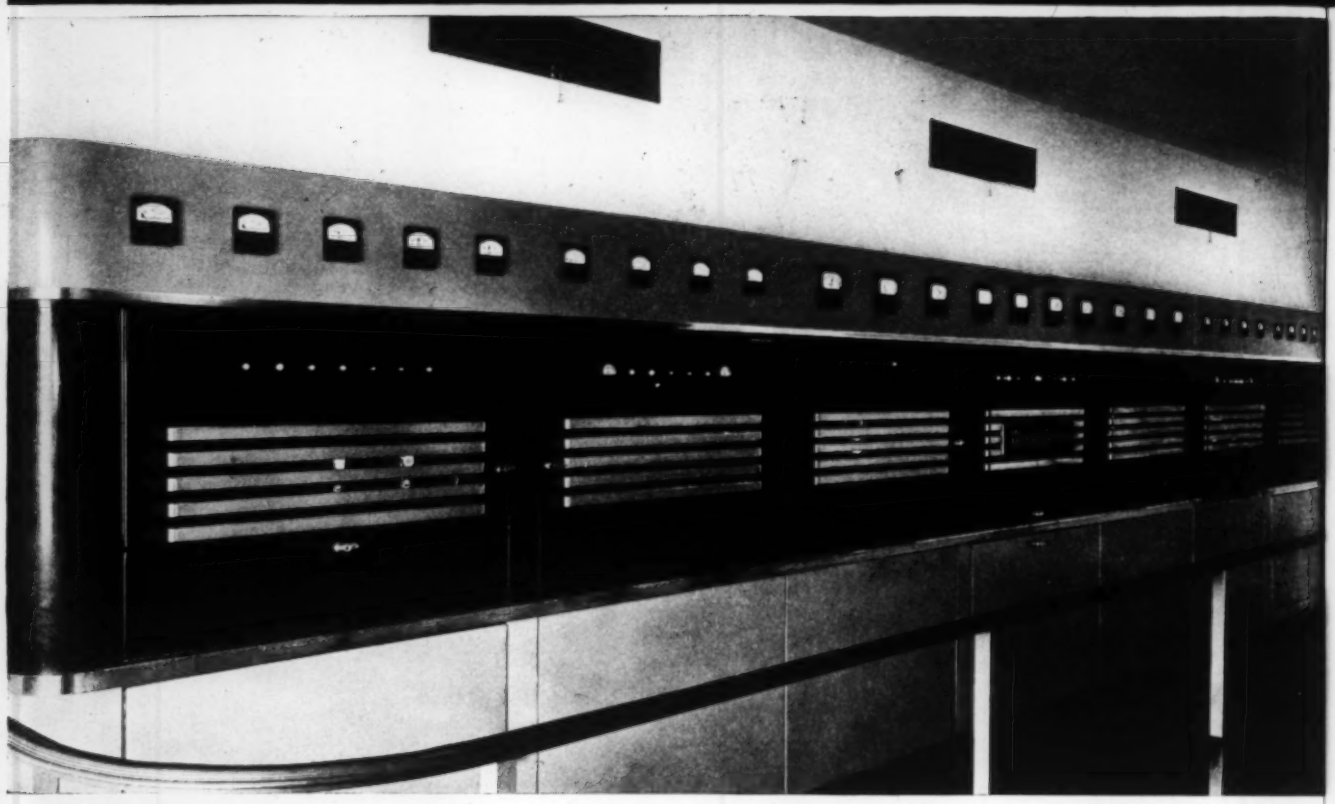
THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

XIII

A new Transmitter!



Here is the new 50 kw transmitter of WBZ. It is a duplicate of the unit which attracted nationwide attention when it was installed at KDKA in Pittsburgh.

WITH THESE OPERATING ADVANTAGES:

- Air-cooled tubes in all stages.
- Extremely low operating costs.
- Metal rectifiers throughout, except main high voltage rectifier.
- Inductive neutralization of the power amplifier.
- Equalized feedback.
- Compressed gas condensers.
- Complete elimination of fuses.
- Spare rectifier tube at operating temperature.
- Ease of adjustment.
- Unit construction throughout.
- Full automatic control.
- Relatively low plate voltages.
- Conservative operation of all tubes.

Westinghouse

!—a new WBZ!

New 50 kw high-efficiency set now does for the Boston area what KDKA did for Pittsburgh!

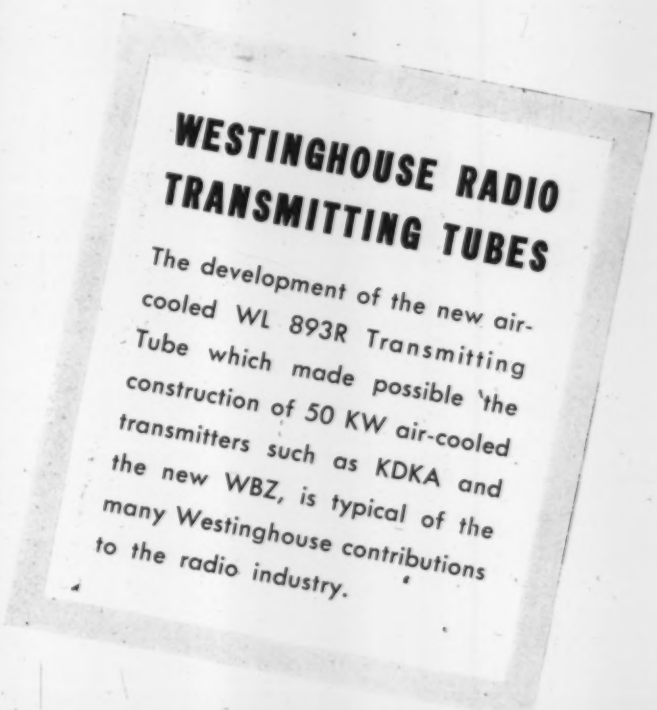
Station WBZ, now wholly owned and operated by Westinghouse, establishes a new standard of service for listeners and advertisers in the Boston area.

1 The new 50-HG transmitter provides the advantages which attracted nationwide attention when this new high-efficiency equipment went on the air for KDKA in Pittsburgh.

2 The new location, at Hull, provides improved reception throughout the city of Boston and vicinity.

This is a 100% Westinghouse station. All the broadcast equipment and the auxiliary apparatus are of Westinghouse design and manufacture.

As a radio pioneer in the establishment of Station KDKA, and as owner and operator of radio stations throughout the entire history of commercial broadcasting, Westinghouse is in a position to render an outstanding service to station operators interested in superior transmission at moderate cost. For detailed information call your nearest Westinghouse office.


WESTINGHOUSE RADIO
TRANSMITTING TUBES
The development of the new air-cooled WL 893R Transmitting Tube which made possible the construction of 50 KW air-cooled transmitters such as KDKA and the new WBZ, is typical of the many Westinghouse contributions to the radio industry.

J-08021

Broadcast Equipment

Pick the VITAL Spots!

Hang your Sales-Picture where it will get a REAL AUDIENCE!

Don't take our word for it. Proof is in performance. And one example of the way these 15 vital stations perform for advertisers is this:

A clothier in Troy, New York, recently used WGY to help "up" his sales. Result—men from 238 communities throughout WGY's vast territory traveled to Troy for clothing. The man's business was *quadrupled!* Profit for advertisers is the reason these 15 vital-to-sales spots have been used by advertisers more extensively this year than ever before.

Completely represented by NBC, these stations offer you a ready-made spending audience—one you can reach at low cost! One, or all, of these stations are available to you.

WEAF	50,000 Watts—660 kc. . . . . New York
WJZ	50,000 Watts—760 kc. . . . . New York
WMAQ	50,000 Watts—670 kc. . . . . Chicago
WENR	50,000 Watts—870 kc. . . . . Chicago
KGO	7,500 Watts—790 kc. . . . San Francisco
KPO	50,000 Watts—680 kc. . . . San Francisco
*WRC	5,000-1,000 Watts—950 kc. Washington
*WMAL	500-250 Watts—630 kc. . . Washington
WGY	50,000 Watts—790 kc. . . . Schenectady
KOA	50,000 Watts—830 kc. . . . . Denver
WTAM	50,000 Watts—1070 kc. . . . Cleveland
	WESTINGHOUSE STATIONS
WBZ	50,000 Watts—990 kc. . . . Boston
WBZA	1,000 Watts—990 kc. . . . Springfield
KYW	10,000 Watts—1020 kc. . . Philadelphia
KDKA	50,000 Watts—980 kc. . . . . Pittsburgh

The NBC Spot Specialist in New York, Chicago, San Francisco, Boston, Cleveland, Washington or Hollywood, will give you full information on any or all of these NBC Represented Stations.

*WRC and WMAL will soon be operating with 5,000 watts day and night

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

Synchronized FM

FREQUENCY STABILITY: Western Electric now makes another great contribution to the radio art—***synchronized*** frequency modulation. This new system of carrier wave frequency stabilization is unique—gives the 503A-1 (1KW) Transmitter a stability of better than .0025%.

FREQUENCY RESPONSE: Flat within ± 1 db from 30 to 15,000 cycles per second.

NOISE LEVEL: Phase noise carried by transmitted wave is 70 db down unweighted from ± 100 KC swing.

DISTORTION: Typical measurements of r. m. s. audio frequency harmonic distortion with a distortionless F M audio monitor in the frequency range of 30 to 15,000 c. p. s. show less than 2% at a modulation corresponding to ± 100 K C swing. Distortion measurements include all audio frequency harmonics up to 30,000 c. p. s.

COMPACT UNIT: All apparatus is contained in a single, beautifully styled cabinet measuring only 44″ wide x 39″ deep x 78″ high. In construction and arrangement, it is similar to the now famous 443A-1, which set a new high in accessibility and simplicity of control.

POWER OUTPUT: The 503A-1 is designed to serve perfectly for powers of 1 KW or less, or as an exciter for amplifiers for higher power. Its superior characteristics will carry through when you step-up—that's mighty important to remember!

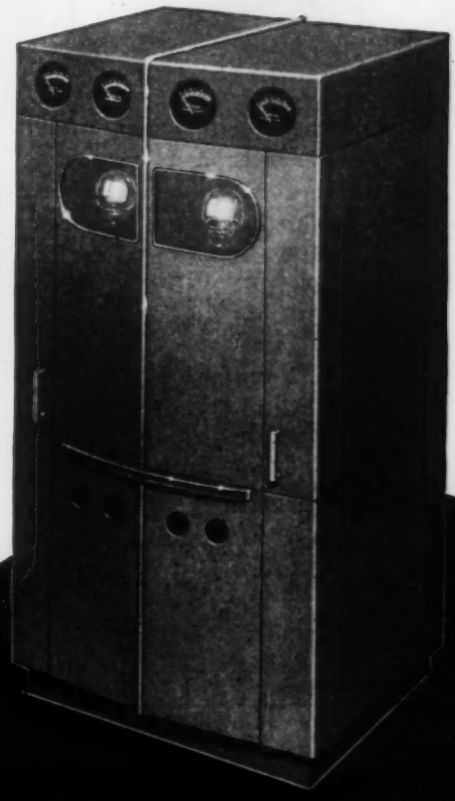
FOR FULL TECHNICAL DETAILS, write to Graybar.

DELIVERY: Orders now being accepted for Fall delivery.

Ask your Engineer!

FM

Synchronized



BY

Western Electric

Distributed by Graybar

"See where Forbes agrees with our agency boys"

"Smart Suggestion, that plan of our advertising agency to put on pressure in Detroit and Cleveland. Forbes Magazine rates those two cities among the nation's sales high spots."

"Yes, but smarter still that recommendation to use WJR and WGAR. Sales results show we're hitting hard in Michigan and northern Ohio—getting bonus coverage in Indiana and Pennsylvania."

Things are Booming in the great industrial empire of the "Golden Horseshoe." Men, machines, money—all move at accelerated pace. Like to make *your* sales boom here too? Easy! Reach the eight million prosperous prospects within our borders through WJR and WGAR, the Great Stations of the Great Lakes.

"HORSESHOE" DWELLERS HAVE A SWEET TOOTH
Tip to makers of sweets who may wonder where to launch tests on new yummy-yummies: "Golden Horseshoe" folks in one year consume as much candy and confections as the combined sweets lovers of Chicago, Philadelphia, Boston and Los Angeles.

Something to sell motorists? Here's your spot. Seven out of ten "Golden Horseshoe" families own autos, burn nearly as much gas as all New York state, buy more than three hundred million dollars annually in petroleum products.

HERE'S TODAY'S NUMBER ONE MARKET—Business analysts in mid-June tabbed the territory along the south of Lake Erie as part of the country's best sales area; that between the lower reaches of Lake Huron and Lake Michigan as second best. Heart of this preferred selling region is the "Golden Horseshoe," the super market blanketed by WJR and WGAR.

WJR
THE GOODWILL STATION
Detroit

WGAR
THE FRIENDLY STATION
Cleveland

Basic Stations . . . Columbia Broadcasting System
Edward Petry & Co., Inc., Nat'l Representatives

Supplement to

JULY 1, 1940, ISSUE

BROADCASTING
and
Broadcast Advertising

Vol. 18 No. 13 WASHINGTON, D. C., JULY 1, 1940 **SUPPLEMENT**

Standards of Good Engineering Practice

Governing High Frequency (FM) Broadcast Stations: 43-50 Mc.

(Adopted by the FCC, June 28, 1940)

1. Engineering Standards of Allocation.

(a) Section 3.225 prescribes three groups of channels for the use of high frequency broadcast stations. The stations within each group of channels have a specific purpose in the plan of allocation and provide a service to a particular type of area. Section 3.222 of the rules requires that high-frequency broadcast stations be licensed on the basis of an area in square miles in the service area and that the contour bounding the service area and the radii of this contour shall be determined in accordance with these standards. A high-frequency broadcast station has but one service, that which corresponds to primary service of standard broadcast stations. No service from sky waves or secondary service is obtainable. No intermittant service is recognized. Therefore, the extent of the service is determined by the point at which the primary service signal is no longer of sufficient intensity to provide broadcast service. The field intensity necessary for service is given:

* * *

TABLE I, Service—(median field intensity)—City areas near factories, car lines, or busy streets, 1 mv/m; rural areas away from highways, 0.05 mv/m. The above figures are based on the absence of objectionable fading and the usual noise levels encountered in the two areas and also predicated upon the absence of interference from other high-frequency broadcast stations.

* * *

(b) The service area is established as follows: On a topographic map of the proposed service area of the station at least 8 radials separated by approximately 45° are drawn in the several directions from the proposed location of the transmitter. From these radials there should then be plotted profile graphs of each radial. An appropriate scale should be used with distance in miles from the antenna plotted as abscissa and the elevation as ordinate in feet plotted by 40 to 100-foot contour intervals. The profile graphs should then be divided into sectors with respect to the distance in miles, each sector being not more than approximately one-tenth of the roughly estimated distance to the desired service contour, and from these sectors the average elevation for each sector or several sectors may be readily determined. This map and the profile graphs are then used in the determination of the radii of the service area of high-frequency broadcast stations as set out below.

(c) To determine the radii of the service contour the graph [Figure 1, see next page] and description [Annex I, see third page] concerning the range of high-frequency broadcast stations should be used. The method of use and an example are contained in Annex I. The height of the transmitting antenna used in connection with Figure 1 should be the proposed height of the antenna above the average elevation between the antenna and the 1 mv/m or 0.05 mv/m contour, whichever is under investigation. This determination, of course, involves the assumption of the antenna height above the average elevation and from this assumption a determination is made of the distance to the desired contour. The average elevation over the distance just found to the desired contour may then be determined and checked with the assumed height. If the assumption was in error, it may then be modified and the problem repeated to reduce the error in the distance to the desired contour. This cut and try process must be repeated until the error is negligible.

The foregoing process of determining the extent of the 1 mv/m or 0.05 mv/m contours shall be followed in determining the boundary of the station's predicted service area. The boundaries of the service area of both the 1 mv/m and the 0.05 mv/m contour must be established and submitted with each application for a high frequency broadcast station.

(d) The distances along each radial to the 0.05 and/or the 1 mv/m contours should then be plotted on the topographic map required by (c) above or polar coordinate paper. The area within each contour should then be measured (by planimeter or other approximate means) to determine the area which the proposed station will serve. The station is rated on basis of the area within the 0.05 mv/m contour or the contour free of interference if greater than the 0.05 mv/m contour.

2. Objectionable interference.

(a) Section 3.225 (f) requires that the proposed station shall not suffer interference to such an extent that its service will be reduced to an unsatisfactory degree. Objectionable interference will be considered to exist when the signal for 50% of the distance in any sector on a radial as determined from Section 1 (d) of these standards exceeds 0.005 mv/m at the 0.05 mv/m contour of the desired station. In the case of a station protected to the 1 mv/m contour, objectionable interference occurs when the signal for 50% of the distance in any sector exceeds 0.1 mv/m. At the other field intensities the following ratios of the desired to undesired signals shall govern.

* * *

TABLE II, channel separation and ratio of desired to undesired signals—Same channel, 10:1 median field intensity; adjacent channel (200 kc), 2:1 median field intensity.

In the absence of measurements to determine the extent of the service contours of the desired station and the interference contours of the undesired station, the signals shall be determined by use of the Graph I in the manner heretofore described. Measurements to determine the extent of one or both of the signals involved are preferable. Measurements should be made in accordance with Annex II associated herewith.

* * *

(b) The signal intensity for 0.05 mv/m 50% distance is interpreted to mean the contour bounded by the sector on a radial on the map of 1(c) above wherein the signal of the station for 50% of the distance represented by the sector on the radial is equal to 0.05 mv/m. The boundary of the service area shall be taken as the outer edge of the sector nearest the transmitter wherein the signal is the desired value for 50% of the distance. For the methods of measurement of this signal see Annex II, *"Field Intensity Measurements of High-frequency Broadcast Stations."*

3. Transmitter location.

(a) The transmitter location should be as near the center of the proposed service area as possible consistent with the applicant's ability to find a site with sufficient elevation to provide service throughout the area. Location of the transmitter at a point of high elevation is necessary to reduce to a minimum the shadow effect on propagation due to built-up city areas, hills, and other obstructions which may reduce materially the intensity of the station's signals in a particular direction. The transmitter site should be selected consistent with the purpose of the station, i.e., whether it is intended to serve a small city, a metropolitan area or a large region. Inasmuch as service may be provided by signals of 1 mv/m or greater field intensities in built-up urban areas, and inasmuch as signals in excess of 0.05 mv/m will provide service in rural areas away from highways, considerably more latitude in the exact geographical location of the transmitter is permitted for a high frequency broadcast station than for a standard broadcast station; however, the necessity for a high elevation for the antenna may render this problem more difficult. In general, the transmitting antenna of a station should be located at the most central point at the highest elevation available. Where a directive antenna is used, a central location may not be desirable and, in fact, the availability of suitable sites may make necessary the use of directive antennas. The antenna height above the average elevation of the service area is the most important factor in obtaining coverage with a high frequency broadcast station. Doubling the height of the antenna is equivalent to increasing the power by four times. The power is only one of several important factors (See Annex I and Fig. 1).

(b) The transmitter site should be selected such that the 1.0 mv/m contour encompasses all the urban population within the area proposed to be served and the 0.05 mv/m contour provides the maximum obtainable service consistent with the area desired to be served. While no standards with respect to blanket area are established, every precaution must be taken not to locate a station in a residential area.

4. Operating Power; Determination and Maintenance.

(a) Section 3.251 requires that the operating power and the requirements for maintenance thereof of each high-frequency broadcast station shall be determined in accordance with the *Standards of Good Engineering Practice.* The operating power must be determined by one of two methods:

(1)[1] Indirect measurement, by means of the plate input power to the last radio stage in accordance with (b) below, or;

(2) By measurement of the antenna or transmission line current required to produce the service area set out in (e) below.

(b) The operating power determined by indirect measurement of the plate input power of the last radio stage is the product of the plate voltage (Ep), the total plate current of the last radio stage (Ip) and the factor of 0.60, that is

Operating power = Ep x Ip x 0.60

(c) The operating power maintained by the antenna or transmission line current, required to obtain the service area as proposed in the application and specified in the station license shall be the direct method. The proof of performance from continuous field intensity recordings shall be used to establish the service area. These data shall be submitted to and approved by the Commission before any licensee will be authorized to operate with the power indicated by this method. If any change is made in the antenna system or any change made which may affect the antenna system, the method of determining operating power shall be changed immediately to the indirect method.

(d) The licensee of a broadcast station shall maintain the antenna or transmission line current of the station within the prescribed limits of the authorization at all times except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to operate with full licensed power, the station may be operated at reduced power for a period of not to exceed ten days, provided that the Commission and the Inspector in Charge shall be notified in writing immediately after the emergency develops.

5. Proof of Performance of High-frequency Broadcast Stations.

(a) Section 3.227 requires that within one year from the date of the first regular operation of a high-frequency broadcast station a survey to determine the performance of the station shall be made and submitted to the Commission to establish the actual field intensity contours from which the operating constants required to deliver service to the entire area specified in the license can be determined. This proof of performance shall be established by continuous field intensity records generally along the several radials shown on the topographic map submitted with the application for construction permit. The measured radials shall be carried to a point sufficiently beyond the locations of the predicted service contours to arrive at an accurate determination of the boundary of the service area of the station as predicted in the original application. The field intensities for the several sectors along each radial shall be determined as outlined in Annex II, *Field Intensity Measurements of High-frequency Broadcast Stations.*

The survey data submitted shall include a topographic map similar to that submitted with the application with the original ra-

[1] Until Jan. 1, 1941, high-frequency broadcast stations will be permitted to determine the operating power by the indirect method for a period of one year after the beginning of regular operation.

This Supplement

BECAUSE this issue had practically been put to press when the FCC on June 28 gave its approval to the *Standards of Good Engineering Practice*, governing FM, BROADCASTING publishes this supplement to include the full text and coverage schematic. This, taken together with the full text of the earlier-issued rules [pages 70-72], and explanatory story on page 13, provides the first complete and official data from the FCC covering the technical regulation of the new FM art.

SIGNAL RANGE FOR HIGH FREQUENCY BROADCAST STATIONS

(THE RANGE IS BASED ON THEORETICAL CONSIDERATIONS OF THE PROPAGATION OF 46MC OVER LAND WITH A CONDUCTIVITY $\sigma = 5 \times 10^{-14}$ e.m.u. AND A DIELECTRIC CONSTANT $\epsilon = 15$ AND A RECEIVING ANTENNA HEIGHT OF 30 FEET-CALCULATED FOR A SPHERICAL EARTH)

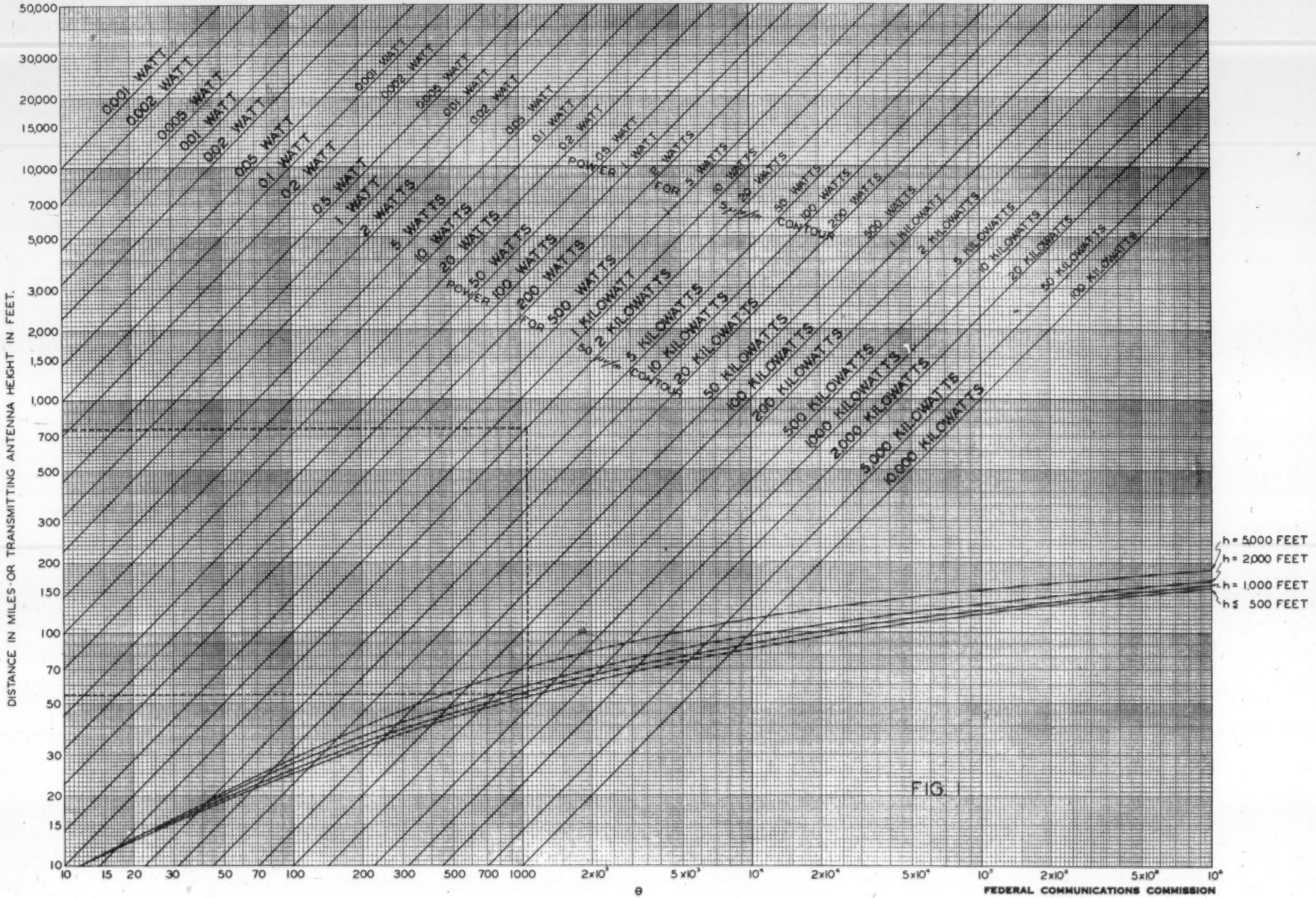


FIG. 1

FEDERAL COMMUNICATIONS COMMISSION

ENGINEERING DEPARTMENT

dials and the actual paths followed by the car in making the measurements plotted thereon. The field intensity for each sector shall be shown either on the map or in tabular form accompanying it with necessary notation to identify the sector to which the field applies and the extent of the 0.05 mv/m contour and/or the 1.0 mv/m contour plotted.

6. Technical Equipment Pursuant to Section 3.245.

(a) Design. The general design of the high-frequency broadcast transmitting equipment (main studio microphones, amplifiers, lines or other circuits between studios and transmitter, and transmitter) shall be in accordance with the following specifications: For points not specifically covered, the principles set out shall be followed. The equipment shall be so designed that:

(1) The maximum rated carrier power as determined under Section 3.242 is in accordance with the requirements of Section 3.241.

(2) The equipment is capable of satisfactory operation at the authorized operating power or the proposed operating power with frequency swing plus and minus 75 kilocycles. At any frequency between 50 and 15,000 cycles at a swing of 75 kilocycles, the combined audio frequency harmonics generated by the transmitting system shall not be in excess of 2 percent (root mean square value).

(3) The transmitter and associated studio equipment shall be capable of transmitting a band of frequencies from 50 to 15,000 cycles within 2 decibels of the level at 1000 cycles. In addition provision shall be made for pre-emphasis of the higher frequencies in accordance with impedance-frequency characteristics of a series inductance resistance network having a time constant of 100 microseconds.

(4) The noise in the output of the transmitter in the band 50 to 15,000 cycles shall be at least 60 decibels below the audio frequency level represented by a frequency swing of 75 kc. (100% modulation).

(5) The transmitter shall be equipped with suitable indicating instruments in accordance with the requirements of Section 3.246 and other instruments as are necessary for proper adjustment and maintenance of operation of the equipment.

(6) Adequate provision shall be made for varying the transmitter power output between sufficient limits to compensate for excessive variations in line voltage, or other factors which may affect the power output. The assigned center frequency shall be maintained within the allowed tolerance by automatic means which are not dependent upon inductances or capacitors for inherent stability and capable of maintaining the operating frequency within the limits of plus or minus 2,000 cycles specified by Section 3.246.

(7) Means should be provided for connection and continuous operation of the approved modulation monitor and approved frequency monitor.

(b) All high-frequency broadcast transmitters shall be constructed in accordance with Section 12B of the *Standards of Good Engineering Practice Concerning Standard Broadcast Stations.*

(c) All high-frequency broadcast transmitters shall be wired and shielded in accordance with Section 12C of the *Standards of Good Engineering Practice Concerning Standard Broadcast Stations.*

(d) The installation of all high-frequency broadcast transmitters shall be in accordance with Section 12D of the *Standards of Good Engineering Practice Concerning Standard Broadcast Stations.*

(e) Spare tubes for high-frequency broadcast stations shall be provided in accordance with Section 12E of the *Standards of Good Engineering Practice Concerning Standard Broadcast Stations.*

(f) Operation. In addition to specific requirements of the rules governing high-frequency broadcast stations, the following operating requirements shall be specified:

(1) The maximum percentage of modulation shall be maintained in accordance with Section 3.252. However, precautions shall be taken so as not to substantially alter the dynamic characteristics of musical programs.

(2) Spurious emissions, including radio frequency and audio frequency harmonics shall be maintained at as low a level as practicable at all times in accordance with good engineering practice.

(g) Studio equipment. Studio equipment shall be subject to all the above requirements where applicable except as follows:

(1) If properly covered by an underwriter's certificate, it will be considered as satisfying safety requirements.

(2) Section 8191 of Article 810 of the National Electrical Code shall apply for voltages only in excess of 500 volts.

No specific requirements are made relative to the design and acoustical treatment of studios. However, the design of studios, particularly the main, shall be compatible with the required performance characteristics of high frequency broadcast stations.

7. Indicating Instruments.

Section 3.237 requires that each high frequency broadcast station have suitable indicating instruments for determinnig the plate circuit current and voltage to the final stage of the transmitter. In addition, high frequency broadcast stations are required to provide a suitable radio frequency ammeter to measure the antenna or transmission line current.

The requirements and specifications contained in the *Standards of Good Engineering Practice Concerning Standard Broadcast Stations*, Section 13, sub-sections A, B, (except a(6) and h), D, E, G, and H shall apply to indicating instruments used by high-frequency broadcast stations in compliance with this rule:

Sections 3.224, 3.241, 3.245 and 3.246 concerning the design, construction and technical operation of high-frequency broadcast equipment. In order to facilitate the filing of and action on applications for construction permits specifying equipment of standard manufacture, the Commission will approve, as complying with the technical requirements, such equipment by type subject to the following conditions and in accordance with the following procedure:

(a) Approval of equipment by the Commission is only to the effect that insofar as can be determined from the data supplied the equipment complies with the current requirements of good engineering practice and the technical Rules and Regulations of the Commission. The approval may be withdrawn upon subsequent inspection or operation showing the equipment is not as represented or does not comply with the technical rules and regulations of the Commission and the requirements of good engineering practice.

(b) Such approval shall not be construed to mean that the equipment will be satisfactory as the state of the art progresses and/or as the rules and regulations of the Commission may be changed as deemed advisable.

(c) Applicants specifying equipment of approved manufacture need not submit detailed descriptions and diagrams where the correct type number is specified provided the equipment, including the antenna tuning unit, is identical with that approved.

(d) In passing on equipment, no consideration is given by the Commission to patent rights.

(e) For approval of high-frequency broadcast transmitters, manufacturers shall submit FCC Form 319 completed with respect to all pertinent sections and the data set forth below, both of which shall be verified before a notary public.

(1) Photograph or drawings, or any evidence that construction is in accordance with the requirements of good engineering practice.

(2) Data and curves showing overall audio frequency response from 50 to 15000 cycles for approximately 25, 50, and 100% modulation.

(3) Data on audio frequency harmonics for 25, 50, and 100% modulation for the fundamental frequencies of 50, 100, 400, 1000, 5000, 10,000 and 15,000 cycles.

(4) Data showing performance of pre-emphasis circuits.

(5) Carrier hum and extraneous noise generated within the equipment and measured as the level below 100% modulation.

(6) How output power is varied to compensate for power supply voltage variations.

(7) Data and curves on mean frequency stability for variations in ambient temperatures over the range encountered in practice.

(8) Data and curves on frequency stability for variations in power supply voltage from 85 to 115 per cent normal.

(9) Net sale price

(f) For approval of automatic frequency control equipment or modulation equipment for high frequency broadcast transmitters, manufacturers shall complete FCC Form 319 with respect to all pertinent sections as required for complete transmitters.

9. Requirements for approval of frequency monitors.

Section 3.243 requires that the licensee of each high frequency broadcast station shall have in operation at the transmitter a frequency monitor independent of the frequency control of the transmitter. The frequency monitor shall be capable of maintaining an accuracy within at least one-half (1000 cycles) of the permitted frequency deviation of the high frequency broadcast station. Visual indication of the operating frequency shall be provided. (Further detailed specifications to be established).

10. Requirements for approval of modulation monitors.

Section 3.235 requires all high frequency broadcast stations to have in operation a modulation monitor. This monitor should have substantially the same performance as the std B/C monitor. (Further detailed specifications to be established).

11. Approved equipment.

[To be supplied.]

12. High-frequency broadcast application forms.

The Communications Act of 1934, as amended, and the rules and regulations of the Commission require that an application be made to the Commission for various authorizations. In order to be of aid to applicants there is set out below the correct forms to be submitted in making application for various authorizations applicable to high-frequency broadcast stations.

In general, these forms shall be completed in full, answering each specific section. The only exception is in the technical sections when in the case of standard equipment which has been approved by type number of the Commission or when no change in such equipment is involved, in which cases the manufacturer's name and type number of the approved equipment may be stated, or should be noted "no change" in each section applicable. All applications involving actual operation, such as license to cover construction permit renewal of license, etc., shall be completed in full regardless of whether such information has been previously filed with the Commission.

FCC Form 319—Application for high-frequency broadcast station construction permit or modification thereof shall be used for all applications for authority:

(1) To erect a new high frequency broadcast station.

(2) Any change in assignment involving construction as listed in (3) to (6) below:

(3) To install new transmitter.

(4) To make any change affecting the maximum rated carrier power or type number of equipment.

(5) To change the location of the existing transmitter.

(6) To install new antenna system or make substantial change in an existing antenna system which may result in an increase in service.

(7) For modification of any outstanding construction permit which has not been covered by license.

FCC Form 320—Application for High-frequency Broadcast Station License shall be used for all applications for license:

(1) To cover construction permit.

(2) For regular authorization covering experimental authorization.

FCC Form 321—Application for Modification of High-frequency Broadcast Station License shall be used for all applications for modification of any term of an existing regular license of a high frequency broadcast station where a construction permit is not required:

(1) Change of frequency.

(2) Change of coverage where the equipment at present installed is capable of satisfactory operation at the proposed coverage.

(3) Change of location of main studio.

(4) Change of name of licensee where no change in ownership is involved.

FCC Form 322—Application for Renewal of High-frequency Broadcast Station License shall be used for all applications for renewal of regular licenses of all high frequency broadcast stations.

ANNEX I

Description of Chart to be Used for Determining the Range of High-frequency Broadcast Stations

THE CHART [on opposite page] may be used in the following way for determining for a 30-foot receiving antenna the distance to the 50 microvolt per meter contour for a high frequency station operating in the 42 to 50 mc. band. This distance is determined by the values of the transmitting antenna height, the antenna power and the antenna field gain. The method of using the chart is illustrated by the following example which is shown as a dashed line on the chart. In this example the transmitting antenna height is 750 feet; the antenna power is 500 watts and the antenna field gain is 2. The effective power to be used in connection with the chart is determined by multiplying the antenna power by the square of the antenna field gain; thus for the example the effective power would be $50 \times 2 \times 2 = 2000$ watts or 2 kw. To determine the distance to the 50 microvolt per meter contour in the example given follow the 750-foot horizontal line over to the 45° line marked 2 kw. and proceed vertically downward to the point half way between the curved lines marked 1000 feet and 500 feet; finally proceed horizontally again to the left to find that the expected range is 54.5 miles. By reversing the above procedure, the chart can, of course, be used for determining the power required for a given antenna height in order to cover a certain distance.

Additional power scales have been placed on the chart so that the distance to the 5 and 1000 microvolt per meter contours may also be easily determined. In general, by using the scale marked at the bottom of the chart, the distance to any desired contour may be determined.

$$\Theta = h \times P^{1/2} \times G \times \frac{50}{F}$$

h = transmitting antenna height expressed in feet.
$P^{1/2}$ = square root of the antenna power expressed in kilowatts
G = antenna field gain
F = desired field intensity expressed in microvolts per meter.

Having determined by means of the above formula, the corresponding distance is determined by proceeding vertically on the chart at that value of — to the appropriate curved line and then horizontally to the left to determine the distance.

ANNEX II

Field Intensity Measurements of High-frequency Broadcast Stations

WHERE REQUIRED by the *Standards of Good Engineering Practice concerning High-frequency Broadcast Stations*, field intensity measurements shall be made with suitable measuring equipment having associated therewith a continuous recording device, the chart of which is either directly driven from the speedometer of the automobile in which the equipment is mounted, or so arranged that distances and identifying land marks may be readily noted. The measuring equipment must be calibrated against recognized standards of field intensity and so constructed that it will maintain an acceptable accuracy of measurement while in motion or stationary. The equipment should be so operated that the recorder chart can be calibrated directly in field intensity in order to facilitate analysis of the chart.

Measurements made to determine the performance of high frequency broadcast stations in connection with interference studies of high frequency broadcast stations should be made along roads which parallel as nearly as possible the radials shown on the topographic map submitted with the application for construction permit. Locations shall be noted on the recorder chart as frequently as necessary to determine the exact location of the car in order to definitely fix the relation between the measured field intensity and the location.

Where measurements are made to determine the signal in connection with problems of interference with other high frequency broadcast stations, they shall be carried to a point well beyond the 0.005 or 0.1 mv/m contours, whichever is pertinent to the particular problem, in order that the data may be adequate to accurately determine any interference.

After measurements are completed, the recorder chart shall be divided into sections, each section representing the projection of the actual path followed in making the measurements upon the sector of the radial from the topographic map along which the measurements are made. The field intensities in each section of the chart shall be analyzed to determine the intensity expected 50 per cent of the distance (medium field) throughout the section and this median field intensity is then associated with the corresponding sector of the radial. The sectors must not be longer than one-tenth the service radius or more than 5 miles. The outer boundary of each sector along the radial shall then be considered as the extent of a particular field intensity contour in the particular direction of a radial.

When making measurements at some distance from the station, stationary records should be made to determine the conditions of fading of the signal.

Sufficient data are not available to establish the long distance interference propagation characteristics. In any case under study measurements should be made similar to that in the standard band. Also, special studies will be necessary to establish the variation of the signal in the service area with seasons, sun spot cycles etc.

TIME-BUYER
STATION
(yours, maybe)
EVER wonder what the time-buyer thinks as he eyes your market, your station? Is the picture clear and compelling? Does he see your market in true perspective and your station as a good advertising buy? Or is the impression blurred and distorted? Maybe (sad thought) he doesn't even know you're there.
Time-buyers are human. Their impressions of your station are the ones you give them. Maybe they're the ones you fail to give them.
BROADCASTING's business is giving time-buyers the right slant on your station. To determine how well we do it, ask any of the scores of stations that have used our advertising columns three years or more. Or, on your next business trip, ask any national or regional time-buyer.
BROADCASTING
Broadcast Advertising
BROADCASTING Blankets TIME-BUYERS

BROADCASTING
and
Broadcast Advertising

Vol. 18. No. 13 WASHINGTON, D. C., JULY 1, 1940 $3.00 A YEAR—15c A COPY

Communications Defense Board Projected

By SOL TAISHOFF

President Is Expected to Name Coordinating Committee; No Change in Industry Operations Anticipated

RECOGNIZING communications as a key factor in war defense planning, President Roosevelt is expected to name a Defense Communications Committee of top Government officials to pilot and coordinate policy planning with private entities in broadcasting and common carrier pursuits during the current emergency.

Spearhead of the move to have the President name the committee by Executive order is Chairman James Lawrence Fly of the FCC. The move came coincident with activity on other fronts, including an already authorized $1,600,000 FCC expansion program under which it will hire a staff of 500 to 600 additional radio inspectors to man new monitoring equipment of sufficient scope to maintain a 24-hour air-watch against espionage and other possible anti-American radio or communications activity.

While loathe to talk about the precise plans, Chairman Fly has assured broadcasting industry leaders that the Defense Committee project does not contemplate any change in the operating functions of the industry. Rather, it would coordinate future planning with the military and naval needs and with what he describes as impacts upon civil life in the event of war. State, War, Navy, Treasury (Coast Guard) and the FCC, it is expected, would be represented on the committee, with subcommittees representative of the affected to be named.

Possible Setup

Though speculation as to the committee's personnel may be premature, particularly since the proposed executive order drafted by Chairman Fly is still running the gauntlet of various Government departments, it is thought the line-up might be:

1. Assistant Secretary of State Adolf A. Berle Jr., or Breckinridge Long, special assistant to Secretary of State Cordell Hull, as chairman.
2. FCC Chairman Fly as a member, or chairman, if a "junior cabinet" member is not selected. In that event, it is presumed that Thomas Burke, chief of division of international communications, will be the State Department member.
3. Major Gen. Joseph O. Mauborgne, Army chief signal officer.
4. Rear Admiral Leigh Noyes, director of naval communications.
5. Commander Joseph F. Farley, chief communications officer of the U. S. Coast Guard (Treasury Dept.)

Subcommittees would be named by the Defense Committee chairman, but with the advice and counsel of the industries involved. For broadcasting, it is apparent that NAB President Neville Miller will serve. As a matter of fact preliminary phases of the proposal already have been discussed with him and with other broadcasters. Mr. Miller, F. M. Russell, NBC Washington vice-president, and T. C. Streibert, MBS-WOR vice-president, conferred with Chairman Fly June 26—the day following the FCC chairman's visit to the White House—while Harry C. Butcher talked with him June 24. It is understood the committee plan was fully discussed.

In addition to a broadcasting subcommittee, which apparently was not contemplated in the original Executive Order draft, there would be committees for telephone, telegraph and cables, as well as a Government technical subcommittee comprising officials of Government agencies identified with any phase of communications operations. Members of the present Interdepartment Radio Advisory Committee, made up of representatives of 13 Government departments, might constitute this committee.

Survey Planned

These spectacular new moves do not constitute any fundamental change in the predetermined plans of the military establishments, it is apparent, insofar as communications are concerned. Rather, the functioning of the committee would tend to formalize what has been going on since World War II took its serious turn last fall. Representatives of the various industries have been conferring with key communication officials since that time. Under the new plan, there would be established an emergency policy board, with the FCC officially pegged as a part of the coordinating operation.

Chairman Fly, it is reliably learned, discussed the whole project with President Roosevelt June 25, at which time he handed him a three-page draft of the proposed Executive order which would create the board. He also apparently procured clearance on the plan, now authorized, for the monitoring expansion program designed to rout "unlicensed stations" and uncover subversive or "Fifth Column" activities via communications.

There is no imminent danger of curtailment of any essential service in which category broadcasting definitely falls. The committee, if and when appointed, will essay a comprehensive survey of the broadcasting and communications fields and, in conjunction with the advisory subcommittees, determine the most efficient means of coordinating all operation facilities from the standpoints of military, public and industry needs.

Present Army and Navy war plans as they affect communications (and these deal largely with point-to-point, international, telephone and ship, rather than broadcasting) would be revised to fit into the defense pattern as the events abroad dictate. Broadcasting's main niche is that of maintaining public morale, and it has been agreed that retention of the status quo is most desirable.

Geared for the Worst

All of the planning is geared toward actual war involvement and in correlating private services with that eventuality. So far as civilian operations are concerned, including broadcasting and non-military communications, the FCC would function as the directing agency. Obviously, however, close liaison would have to be maintained with the military departments, both by the FCC and the private industries themselves. The bulk of this work, particularly in materiel and filling communications gaps, would be in the common carrier fields.

Aside from standard broadcast operations, such new services as FM and television also will be considered in the defense preparations. International stations already have been factors in the Governmental councils and are expected to figure in Western hemisphere solidarity plans of the Administration.

Chairman Fly had expected speedy action on his board proposal, but White House and departmental routine have delayed action. Moreover, there has been some tugging and hauling on the

(*Continued on page 80*)

Freedom of Radio in GOP Platform

FOR THE FIRST TIME in the history of national political conventions, a radio plank, endorsing the principles of free radio on a parity with the press, was adopted unanimously June 19 by the Republican National Convention in Philadelphia. Espoused by the NAB Legislative Committee and long urged editorially in BROADCASTING, the plank decries radio censorship and holds that licenses should be revocable only after public hearing and for due cause.

Indications have been given in Democratic Committee circles that a "free radio" plank also will be contained in its platform, to come before its national convention in Chicago July 15. The Republican plank reads:

"The principles of a free press and free speech, as established by the Constitution, should apply to the radio. Federal regulation of radio is necessary in view of the natural limitations of wave lengths, but this gives no excuse for censorship. We oppose the use of licensing to establish arbitrary controls. Licenses should be revocable only when, after public hearings, due cause for cancellation is shown."

Convention Shift Refused by Board

Program Plans Progressing; Membership Hits Record

A MOVEMENT, supported mainly by Walter J. Damm, managing director of WTMJ, Milwaukee, for shifting of the NAB convention from San Francisco to Detroit or some other midwestern city, was rejected by unanimous action of the NAB board of directors at a special meeting in New York June 21. The convention will be held as scheduled Ang. 4-7 at the St. Francis Hotel in San Francisco.

Mr. Damm, it was reported, had circularized a substantial number of station operators suggesting the transfer, in the light of the current unsettled situation and because it was thought the attendance would be larger in a more central point. All told, it was reported at NAB, some 42 suggestions for transfer to Detroit had been received, with about 10 expressions favoring retention of the San Francisco location.

Meanwhile, NAB reported that the program for the convention rapidly is approaching final form [BROADCASTING June 15]. A feature of the meeting will be the observance of "Broadcasting Day" Aug. 3 at both the New York and San Francisco Fairs, at which time plaques symbolic of radio will be dedicated as part of a celebration in which all networks and many independent stations will participate. William S. Rainey, former production manager of NBC, is directing production of the observance.

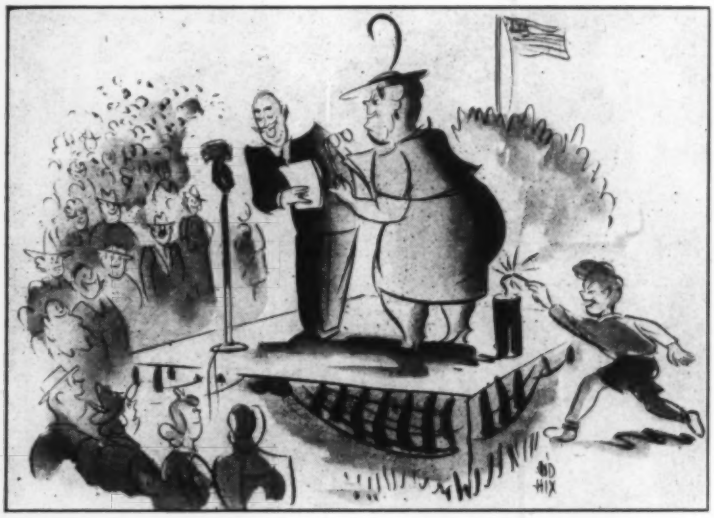
With a score of new members acquired during the last few weeks, the NAB has a total membership of 447 stations—the largest in its history. Stations admitted to membership by the NAB board at its meeting June 21 included KCRC, Enid, Okla.; KIDO, Boise; KRIC, Beaumont; WBNY, Buffalo; WJHP, Jacksonville; WKPT, Kingsport, Tenn.; WMAN, Mansfield, O.; WMBC, Detroit; WMFF, Plattsburg, N. Y.; WOLF, Syracuse; WPRP, Ponce, P. R.; WSKB, McComb, Miss.; WSLB, Ogdensburg, N. Y.; WTRY, Troy, N. Y.; WTSP, St. Petersburg.

Other membership applications filed as part of the NAB pre-convention membership drive include those of WESG, Elmira; WTNJ, Trenton; KUJ, Walla Walla; KRLC, Lewiston, Idaho; WCOS, Columbia, S. C., and KVOE, Santa Ana.

Florida Fruit Plans

RADIO will again be a major part of the 1940-41 fall campaign conducted annually by the Florida Citrus Commission, Lakeland, Fla., to promote the sale of oranges and grapefruit. This year's drive will start about Oct. 1, but no details have been released by Arthur Kudner, New York, the agency. Last year the Commission used two and three participations weekly on women's programs on the Yankee Network and WCAU, Philadelphia.

HEALTHAIDS Inc., Jersey City (proprietary) will substitute during the summer two quarter-hour discs a week on the 10 stations now carrying its *Victor H. Lindlahr* program three half-hours weekly. Programs will consist of a quarter-hour question-and-answer program by Dale Kennedy and Jeff Sparks and a quarter-hour featuring Norman Brokenshire. Agency is Raymond R. Spector Co., New York.



Drawn for BROADCASTING by Sid Hix

"And Now We Present Mrs. Plushbustle, Who Will Speak on the Success of the Safe and Sane Fourth."

Columbia Recording Planning Debut In Transcription Field on Large Scale

COLUMBIA Recording Corp., CBS subsidiary will enter the transcription field on a large scale about Sept. 1, according to William A. Schudt Jr., general manager of CRC's transcription division. Completion of recording studios and installation of the new custom-built transcription recording machines will permit the start of experimental operations in Chicago and Hollywood early in August, while additional New York studios will be ready by September.

Present New York studios are already recording the NAB-Lang-Worth tax-free library service, but lack of space has prevented CRC from undertaking additional contracts, the announcement stated. Processing and pressing plants for the manufacture of 16-inch transcriptions are virtually completed in Bridgeport, Conn. and Hollywood.

Promotion Drive

Sample transcriptions, with constant frequency cuts ranging from 50 to 10,000 cycles on one side and on the other three musical selections, will be sent to stations in the near future. Accompanying the discs will be a letter from Mr. Schudt advising stations how to adjust their equipment to get maximum quality from the records. A technical bulletin prepared by I. P. Rodman, director of research and development for CRC, will give station engineers details for constructing equalizers for faithful reproduction of the recordings. The new transcription will also be demonstrated to the broadcasting industry at the NAB convention.

An advertising campaign for the CRC transcriptions will be launched early in August, Mr. Schudt stated, with leading radio and advertising publications being used to inform advertisers and advertising agencies that CRC facilities will be available for their use about Sept. 1. CRC studios are located at 799 Seventh Ave., New York; the Wrigley Bldg., Chicago, and adjoining KNX in Columbia Square, Hollywood. Chester Boggs of the company's New York technical staff has been transferred to Hollywood, where he is supervising the installation of the recording equipment and general studio construction work.

Regional Sponsor Group Signs Dorothy Thompson

REGIONAL BROADCASTERS Assn., New York, in the interest of a cooperative group of sponsors, has signed Dorothy Thompson, journalist and author of the syndicated column "On the Record" for a 39-week series of news commentaries to start Sept. 29 on NBC-Blue, Sundays, 7:30-7:45 p. m. (EST).

Frederick Meyer, independent New York agent, arranged the contract in cooperation with Stockton, West & Burkhart, Cincinnati, agency which will represent the various firms sponsoring the programs in the interest of Associated Products, handling nationally-known merchandise. Miss Thompson was last heard as a commentator during the crisis of August, 1939.

New Lever Series

LEVER BROS. Co., Cambridge, Mass., on July 10 starts a comedy series titled *The Adventures of Mr. Meek* on CBS in the interests of Lifebuoy soap. The program, featuring dramatizations of the life of a humble, self-effacing hero, will be heard Wednesdays, 7:30-8 p. m. Agency is William Esty & Co., New York.

Lux Off for Summer

AFTER the broadcast of July 8, Lever Bros. Co., Cambridge, Mass., will discontinue the *Lux Radio Theatre*, currently on 63 CBS stations, Mondays, 9-10 p. m., resuming the program on CBS Sept. 9 after an eight-week vacation. Agency is J. Walter Thompson Co., New York.

CBS Rate Card Lists 119 Stations

Six Additions, Many Increases In Power Are Indicated

CBS Rate Card 27, dated July 15, 1940, just released by the network, shows 119 stations in 118 cities to be affiliated with CBS, a net gain of two stations since the last rate card, dated Sept. 15, 1939. Six stations have been added to the CBS roster: KMPC, Beverly Hills; KROD, El Paso; KVSF, Santa Fe; WBAB, Atlantic City; WCAX, Burlington, Vt., and WCSC, Charleston, S. C., while four stations have been dropped: WPG, Atlantic City; WKBB, Dubuque; WSJS, Winston-Salem, and KOH, Reno.

Power increases have been granted to 31 stations since the last CBS card, as follows: From 100 watts nights and 250 watts day to 250 watts day and night, WRDW, WABI, WNBF, WCAX, WRBL, WOC, KDAL, WDNC, WMFG, WMBR, KGLO, WMAS, KTUC, WIBX, WHLB, WJNO and KARM; from 1 kw day and night to 1 kw night and 5 kw day, KGMB; from 1 kw night and 5 kw day to 5 kw fulltime, WEEI, WDRC, WPRO, WDAE, KTUL, KFPY and KVI, with construction permits for such increase to WADC, KMBC, WFBL, KLZ, WTAQ and KOIN.

Some Down, None Up

Card shows few rate changes, except in the case of new stations not on the previous card, and all changes are reductions. WESG, Elmira, which was $125 per evening hour, has moved to Ithaca and is now sold at $50, in conjunction with WNBF, Binghamton. KVOR, Colorado Springs, which formerly had a base rate of $125, is now sold in conjunction with KLZ, Denver, for $50. KGGM, Albuquerque, was formerly $140; now it is $100, with KVSF, Santa Fe, thrown in as a bonus station. The station at San Juan now has a base rate of $125 instead of its previous $195.

New card for the first time includes a statement that "CBS endeavors to maintain a separation of 15 minutes or more between programs for competing products, but reserves the right to place such programs adjacent to each other."

Florida Group to Blue

FOUR Florida stations—WMFJ, Daytona Beach; WJHP, Jacksonville; WKAT, Miami Beach; WTMC, Ocala—will join the NBC Blue Network July 15, marking the first extension of NBC of double network service into this state. Present Florida Group—WJAX, Jacksonville; WFLA-WSUN, Tampa; WLAK, Lakeland; WIOD, Miami—is now available only as a group with either Red or Blue networks, but will become exclusive Red outlets when the new Blue stations are added. It is learned that there may be further Blue incursions into Florida in the fall.

Sinclair Drops News

SINCLAIR REFINING Co., New York, is not renewing its daily sponsorship of the CBS European news roundup *The World Today* after the July 1 broadcast because of current unsettled conditions in the oil industry. The company has sponsored the series, heard 6:45-7 p.m., since April 3, and may resume sponsorship later this year, according to Federal Adv. Agency, New York.

NAB, IRNA Give BMI a 'Blank Check'

Boards Authorize Wide Catalog Purchases

GIVING Broadcast Music Inc. a virtual blank check with which to build up an industry-owned reservoir of music sufficiently formidable to permit stations and networks to forget ASCAP when current contracts expire at the end of the year, an extraordinary joint session of the boards of NAB, Independent Radio Network Affiliates and BMI in New York June 21 approved large scale plans which may see the acquisition of important catalogs now in the ASCAP fold.

The vote of confidence in BMI, now boasting a 300-station membership, and the decision to raise new funds came after the joint boards had unanimously condemned the proposed new form of five-year ASCAP contracts for stations and networks which would raise the ante from the industry by about 70% from the present round $5,000,000 figure: [See text on pages 34-37]. These contracts were mailed to stations June 18 to become effective Jan. 1, 1941, when existing 5% horizontal contracts for stations expire.

Network Interest

Signs were clear, however, that the trade group boards were determined to throw their lot with BMI and eschew the ASCAP propositions. This was particularly true with NBC and CBS, which tacitly agreed to substantial contributions to BMI, probably exceeding their present payments to ASCAP. Mutual Broadcasting System, however, remained a question mark, since its operating structure is such that it does not regard itself as a network in the sense of the older established units and feels that no one at MBS is in authority to sign contracts such as that proposed by ASCAP for network operation, which would exact a 7½% toll on gross.

Possible acquisition by BMI of the music catalogs of Robbins Music Corp., Leo Feist Inc. and Miller Music Inc., usually referred to as the M-G-M catalogs since the publishers are subsidiary companies of the motion picture concern, was one of the primary topics of the joint sessions attended by 35 broadcasters representing practically all segments of the industry. Only directors absent were E. W. Craig, WSM, because of a previous business commitment, and E. C. Craney, KGIR, due to the death of a close friend.

National Independent Broadcasters Inc., representing non-network stations, had been invited to the conference through its president, Harold A. Lafount, but arrival of the latter's daughter and family from England on June 21 prevented his attendance. He conferred with NAB President Neville Miller, however, following the sessions and was declared by Mr. Miller to be in sympathy with the conclusions reached.

Negotiations for acquisition of the M-G-M catalogs have been going on for some months, with many high industry officials, including CBS President William S. Paley, in the thick of the conversations. While no official statement was issued, it was indicated an option has been obtained to purchase these catalogs for about $4,350,000. Neither BMI nor M-G-M would admit that negotiations are in progress. The M-G-M catalogs would provide a solid source of music of proven merit, said to account for about 15% of all radio performances of ASCAP made during 1939 which earned the M-G-M concerns more than $400,000 in ASCAP royalties.

Two Courses Authorized

Despite the absence of formal word from the joint sessions, which were preceded and succeeded by four other meetings on the subject, it was understood a resolution was adopted authorizing the BMI board to take either one of two outlined plans of action, pledging the united moral and financial support of all organizations represented to whichever course BMI decides to pursue. Immediately following the sessions, the BMI board, headed by NAB President Neville Miller, immediately plunged into work on a new assessment plan which Mr. Miller indicated would relieve the inequalities brought about under the original BMI plan. Smaller stations would be benefited by paying on a sliding scale, over a three-year period, while the networks would pay an additional amount. Average station payments, it was held, would be considerably smaller.

Full text of ASCAP's new station contract will be found on pages 34-37. NAB analysis of contract on page 77.

With all parties in agreement, save for the undetermined position of MBS, it was thought a large-scale project would be carried to swift fruition. It is understood also that MBS might have a duly accredited official elected to the BMI board—probably W. E. Macfarlane, business manager of the *Chicago Tribune* and president of MBS.

Financing the Plan

The alternate plans, while not clearly defined, were said to encompass (1) acquisition of the M-G-M catalogs, or (2) speeding up of the present BMI operation of acquiring writers and independent publishers in its own right. To finance the M-G-M expenditure, industry representatives approved a three-year plan of assessment under which stations would pay to BMI an amount equal to from 2½ to 5% of its net time sales for 1939, with the networks paying 5% for each owned or operated station and in addition 1% on all network time sales for 1939, exclusive of their payments to the networks. Roughly, it was estimated that this probably would total some $150,000 more than NBC and CBS are now paying.

If, however, BMI should not take up the M-G-M deal but should decide to proceed on its previous course of building more slowly by acquiring smaller catalogs, a second plan of financing is understood to have been authorized. This alternative plan calls for each member station, including the network M & O stations, to pay to BMI for the year following the expiration of their present license term, a sum equivalent to 2½% (probably less for small stations) of their 1939 net time sales, with the networks paying an additional one-half of 1% of their net incomes from the sale of network time.

Change of Formula

Present BMI licensees call for subscriptions from members totaling 50% of their ASCAP payments for 1937, one-fifth of which was to be paid in cash at the time of joining BMI, the remainder to be paid upon demand in installments of not more than 15% of the total amount during any one month. The ASCAP payment basis is discarded in the two financing plans for future periods, following the termination of present BMI licenses next April. To eliminate favoritism to certain stations, such as newspaper-owned stations in the ASCAP license, which were continued by BMI when it adopted the ASCAP payment basis, the BMI board recommended the changed formula.

The resolution is understood to state that the alternative plans are approved in general and not in detail and that the BMI board may modify them as it sees fit so long as the essential plans are not altered with the express suggestion that if they are modified the changes include a classification of stations with a sliding scale of assessments, arranged to benefit the stations in the lower income groups.

The joint boards had opportunity to analyze the ASCAP contracts made public only a few days before the meeting. President Miller has prepared a detailed analysis of the contracts, to show each broadcaster precisely what privileges he would receive from the ASCAP proposals and what charges and obligations he will be obliged to assume in ac-

(Continued on page 76)

BROADCASTING'S BIGWIGS gathered in New York June 21 for a joint meeting of the boards of NAB, BMI and IRNA. Photo, taken just before the session got under way, shows (seated, l to r): John J. Gillin Jr., WOW; L. B. Wilson, WCKY; Samuel R. Rosenbaum, WFIL; John E. Fetzer, WKZO; Neville Miller, NAB president; Edgar Bill, WMBD; Lenox R. Lohr, NBC; John Shepard 3d, Yankee Network; William S. Paley, CBS; Niles Trammell, NBC; Paul Morency, WTIC. Standing (l to r): Donald W. Thornburgh, CBS Pacific vice-president; Earl H. Gammons, WCCO; O. L. Taylor, KGNC; Frank M. Russell, NBC; Clifford M. Chafey, WEEU; John A. Kennedy, WCHS; H. K. Carpenter, WHK; Eugene O'Fallon, KFEL; Harry C. Wilder, WSYR; Harry R. Spence, KXRO; J. H. Ryan, WSPD; Herb Hollister, KANS; Howard Lane, KFBK; M. E. Tompkins, BMI; Sydney Kaye, BMI; Mefford Runyon, CBS; Ed Kirby, NAB; W. Walter Tison, WFLA; C. W. Myers, KOIN; Carl Haverlin, BMI; C. E. Arney Jr., NAB; R. P. Myers, NBC; John Elmer, WCBM; Walter J. Damm, WTMJ. Attending but not in picture were: William H. West, WTMV; Harold Hough, WBAP; George W. Norton Jr., WAVE; Don S. Elias, WWNC; Mark Ethridge, WHAS.

Independently-Owned FM Net Covering 40 Markets Planned

Group of FM Broadcasters Inc. Members Launch Project, with Possible Start by Fall of 1941

PLANS to form an independently-owned network of FM stations, covering 40 major markets, were launched June 20 at a meeting in Chicago of a group of members of FM Broadcasters Inc.

Called by John Shepard 3d, president of Yankee and Colonial Networks and FM Broadcasters, to consider the advisability of forming such a network, ostensibly to get started in the fall of 1941, the group of some 15 prominent broadcasters agreed to the appointment of several exploratory committees to study thoroughly the entire project. It was felt that in the light of the FCC Network Monopoly Committee's report, encouragement would be given formation of an independently and cooperatively-owned network, rather than establishment of nationwide FM chains by existing network companies.

Wire or Relay?

Preliminary plans, discussed informally, contemplated covering all major markets of 250,000 or over with about 40 stations, strategically located. It was concluded that two-score stations could serve the first 96 markets in the country, embracing a population of approximately 55,000,000. This was on the basis of existence of contiguous markets which might be covered by FM stations of substantial coverage.

Whether the network operation should be wire relay or radio relay, or a combination of the two, was discussed, with no conclusions reached. The FM engineering committee was delegated this question, while another committee, probably to be headed by T. C. Streibert, vice-president of WOR and MBS, was assigned the task of working out the economics of such a network operation, including rates, attractiveness of an FM network to advertisers and other business considerations.

Programming of FM stations was a main topic, particularly since it has been indicated that the major networks may not be disposed to permit simultaneous transmission of commercial programs over FM outlets operated by regularly affiliated stations. William J. Scripps, general manager of WWJ, Detroit, and H. K. Carpenter, general manager of WHK-WCLE, Cleveland, were designated to serve as a committee to report on the program question, with additional members likely to be named later.

In connection with network programming, such questions as the desirability of setting up a central point of program distribution or two or three distributing points were raised. An alternative suggestion was that of setting up a "round robin" under which stations on the projected network would cooperatively supply the programs, with each originating a fixed quota.

Discussion centered around launching of the projected network by September, 1941. As things stand now, however, the FCC has authorized commercial FM by Jan. 1, 1941. Such preliminaries as the issuance of rules and regulations governing FM and the actual allocation of facilities to these areas sufficiently in advance of September, 1941, to permit actual operation must be considered.

It was indicated, based on conversations with FCC officials, that at least a majority of that agency would be disposed to favor ownership of an FM network by stations rather than by existing networks. Conferees apparently were agreed that operation of such a project would not prove profitable for several years and would have to be maintained in conjunction with standard broadcast operation.

Since only about a score of prospective FM stations were represented at the meeting, it was decided to invite other prospective licensees in essential markets to participate in the projected network venture. Both existing standard station licensees and newspapers, it was thought, might be contacted.

40 Stations, 96 Markets

In analyzing the projected network structure, the conferees took into account the existence of seven metropolitan districts having populations of 2,000,000 or over, 39 with populations of some 250,000 to 2,000,000 and 50 with populations ranging from 100,000 to 250,000. It was concluded approximately 40 FM stations could cover these 96 markets.

After the preliminary exploratory studies are made by the three committees, it was indicated another meeting might be held in Chicago or some central point prior to the NAB convention scheduled for Aug. 4-7. Practically all of the broadcasters present urged that the NAB convention be shifted from San Francisco to Detroit or Chicago, in view of the importance of the agenda and the possibility that attendance at San Francisco might be small compared to a central location.

Among those present at the session in addition to Messrs. Shepard, Streibert, Scripps and Carpenter, were W. E. Macfarlane, WGN-MBS; Lewis Allen Weiss, Don Lee; Roger W. Clipp, WFIL; Elzey Roberts, KXOK-KFRU; A. H. Kirchhofer and Ed Twamley, WBEN-WEBR; Walter J. Damm, WTMJ; E. A. Hanover, WHAM, Stromberg-Carlson; Don Davis, WHB; Eugene Pulliam, WIRE; Hulbert Taft Jr., WKRC.

NOT TOYS but real working microphones are these latest products of MBS engineers—excepting pretty Elaine Bassett, of course, The GOP elephant and Democratic donkey, each wearing an MBS blanket, were to be used during broadcasts from both parties' conventions and then presented to the National Chairmen John D. M. Hamilton and James A. Farley for subsequent election campaigning. The camouflaged mikes are non-directional, 15 inches high and 14 inches wide.

ALL EYES were these technical experts as General Electric transmitted facsimile photos by frequency modulation waves, with a Soundphoto receiver coupled to a GE broadcast receiver at Massachusetts Institute of Technology. Watching are John Hancock (below), of International News Photo; and (l to r) Harold Sampson, GE Supply Corp.; Paul DeMars, Yankee Network vice-president, and Walter Howey, editorial director of Hearst Boston newspapers, who aided in the project.

GE Sends Photos With FM Signal

Armstrong Staticless Waves Are Used in Experiment

TRANSMISSION of photos via staticless radio—using regular FM facilities—was demonstrated early in June during commencement exercises at Massachusetts Institute of Technology in Boston. The photos were made by *Boston Record-American* photographers and transmitted by Editor Walter Howey's Soundphoto system. Received on a General Electric FM home broadcast receiver at MIT, after being broadcast 87 miles through space from Boston to Paxton, Mass., and back again, the photograph reproductions were described as almost duplicates of the originals.

For the demonstration, photos of Wendell Willkie and Dr. Karl T. Compton, MIT president, were snapped, developed, and then phoned from the *Record-American* to WEOD, Yankee Network FM relay station, four miles away. At WEOD, the Soundphoto receiver took the photos from the telephone wires and radioed them 43 miles to the Yankee FM station, W1XOJ, at Paxton. The picture impulses were received at W1XOJ and then rebroadcast to the MIT receiver, where a group of technical experts observed the transmission.

The Soundphoto system utilizes apparatus which scans a photograph with an electric eye, unwinds the impulses in the form of a "thread" of 1800-beat pitch per second, which varies in loudness to correspond with variations of light and shade of the picture, then ordinarily sends the impulse over a wire and rewinds the "thread" at the receiver to get a reproduction of the original photograph. In the demonstration shortwave transmission was substituted for part of the ordinary wire transmission.

"Thus, the demonstration proved that FM transmission, one of Maj. Edward Armstrong's many contributions to radio science, makes possible the dispatch and reception via air waves of photos almost as clear as the originals," commented GE. "Largely eliminating static, and man-made as well as natural interference, frequency modulation cuts out the static distortion that has heretofore attended radio photo transmission."

Film Debut of 'Opry'

STARS of the *Grand Ole Opry* program, sponsored on NBC-Red by R. J. Reynolds Tobacco Co. for Prince Albert tobacco, took part in a special program June 28 on NBC-Red when the world premiere of the new Republic Pictures film "Grand Ole Opry" was broadcast from the stage of the Paramount Theatre in Nashville. The regular Saturday program was also presented from Nashville's Memorial Square as part of the week-end celebration. WSM, Nashville, originator of the program, used gingham-patterned note stationery for its invitations to the premiere.

FIRST broadcast from the first studio to be completed in the new CBS Studio Bldg. in New York, which has been undergoing extensive and elaborate remodeling, is scheduled for 8 p. m. of July 1.

Swarm of FM Applications Is Expected

11 Stations Likely Maximum in Any One Market

A COUNTRY-WIDE stampede of applicants for radio's new bonanza —FM—is foreseen with the promulgation June 22 by the FCC of new rules and allocations lifting the barrier for this new "staticless" commercial broadcast service on the high frequencies.

Along with the new rules—more rigid than those governing standard commercial broadcasting—the FCC also has promulgated engineering standards and a new form of application. There is practically no limit as to the number of stations which can be allocated, because of the qualities peculiar to wide-band FM. There appears to be a top limitation of 11 stations in any single major market however, under the allocations.

Many to Apply

Preliminary soundings made at the FCC indicate that perhaps 300 applicants will apply for FM stations within a short time. Nearly 200 such applications were pending prior to the revised allocations [BROADCASTING, June 1] under which television channel No. 1 was diverted for FM through a swap in frequencies. All told 35 channels of 200 kc. width each have been allocated for commercial FM in three separate categories.

These classifications are for what might be described as local, with six frequencies designated for towns of less than 25,000 with coverage radii of about 12½ miles; 22 channels for metropolitan areas of more than 25,000 with coverage radii of about 31 miles; and the remaining seven channels for big coverage stations comprising two or more large cities or metropolitan areas with a substantial adjacent rural area or in exceptional cases one metropolitan district and a large adjacent rural area. In this latter category presumably would fall such stations as the Mt. Washington outlet of John Shepard 3d, serving Boston, Worcester and other surrounding areas, and perhaps the Alpine, N. J. station of Maj. E. H. Armstrong, father of wide-band FM. Such stations probably will cover areas 70 to 100 miles.

Because of the broad allocations, with 22 channels assigned in the Class B or the 31-mile metropolitan area category, it is indicated that not more than 11 FM stations can be allotted to any one city. That is because the rules specify that, for interference reasons, only alternate channels will be assigned in the same general area. Moreover, this number might be reduced by one or two since stations in Class A or Class C might be assigned nearby in contiguous areas meeting those classifications.

Significant in the rules is the requirement that FM stations must devote at least one hour each day and one night to programs not duplicated in the same area and of a high-fidelity character. This means that during other hours of operation (minimum of three hours during the day and three hours at night) stations can transmit programs broadcast over their regular standard broadcast transmitters (if any) or duplicate network programs.

There will be "horizontal competition" among FM stations, unlike the situation existing in standard broadcasting. Moreover, there will be no part-time, limited-time, or time-sharing stations; all will be licensed fulltime on a parity-of-service basis. In other words, the first station granted in a particular area will in a sense set the standard for all new stations in that area since all will be licensed to cover the same geographical contour as nearly as technically possible.

Stiff Requirements

Stringent technical and licensing requirements may force many groups, particularly outside the industry, to forsake their FM plans, it is thought. The new application form, in general, follows closely the drastic Form 301 for standard broadcast stations, which requires infinite detail as to financial qualification, character, background and reputation of applicants. The technical aspects, however, are radically changed to meet the requirements peculiar to FM.

Striking at multiple ownership and trends toward monopoly, evidenced also in other recent actions of the FCC, the FM rules prescribe that no person shall own or control more than one such station serving substantially the same area. To avoid "concentration of control", the rules prescribe that the Commission will consider the ownership operation or control of more than six FM stations to be "inconsistent with public interest." As in the case of standard broadcast stations, all FM applications will run for one year from the date first licensed.

Full text of the new rules governing FM will be found on pages 70-72. Text of Standards of Good Engineering Practice, with coverage chart, is carried in supplement to this issue.

Multiplex Facsimile

A by-product of the wide-band FM allocations is the immediate commercialization of facsimile, to be multiplexed on the same channels. The rules specify that authority to transmit facsimile incident to the regular broadcast shall be accomplished without interference to the aural program or to stations operating on adjacent channels. Other multiplexed signals also can be authorized experimentally under the rules.

While a top limit of 11 stations in a metropolitan area appears to be provided for in the rules, it is possible that several additional stations in a different classification may be authorized in a particular metropolitan area. For example, there might be 11 Class B stations or those serving 500 square miles and also one or more of the "super" stations licensed to serve several cities or large adjacent rural areas, or even Class A stations serving a suburban area only.

While power allocations are not clearly delineated in the rules, since power-plus-antenna-height-plus-antenna-gain constitute the three factors making for coverage of a given area, the engineering standards indicate a power range of from 50 to 50,000 watts. For example, it is expected that a station in the Class A category, serving a radius of 12½ miles, probably would use a transmitter of 50 watts with an antenna height of about 100 feet above the surrounding territory. In the case of Class B stations, covering a 31-mile average radius, the power with an antenna 250 feet above the surrounding territory would be about 1,000 watts. Such stations, however, depending on the "radiating index" might use power up to 5,000 or 10,000 watts.

In the "super" classification, it is expected that generally the power will not be less than 50,000 watts with the antenna located atop a mountain or some high elevation of perhaps 1,000 feet or more, to give wide coverage.

Performance Data

In promulgating the new rules, which incorporate all of the basic rules governing standard broadcast operations, the FCC said that practical operation and progress of FM probably will bring about changes in rules and standards from time to time. Proof of performance by FM stations will be required under a provision specifying that within one year of the date of first regular operation continuous field intensity records along several radials must be submitted to establish actual field contours.

To insure maximum development of high-fidelity transmission, the rules specify that stations must devote a minimum of one hour each day and one hour each night to programs "utilizing the full fidelity capability of the system." That is interpreted to mean that stations during such periods must transmit signals with quality range up to 15,000 cycles. The average network program, because of the limitations of the intercity telephone lines, usually cuts off at about 5,000 cycles. Direct local broadcasts, in many instances, reach to 10,000 cycles.

Under the rules and standards, FM stations must be located at a point best suited to provide service in the specified area. This will mean that many broadcast station applicants will find it necessary to locate their FM stations at new sites other than those used for their standard operations.

While the Commission's action of May 20 provides for full commercial FM not later than Jan. 1, it is expected that a considerable number of grants will be made prior to that date. The Commission already has asked licensees on the former television channel No. 1 (44-50 mc.) to prepare to vacate present assignments in order to facilitate allocations for commercial FM. Grants, so far as possible, will be made without hearings upon

(*Continued on page 84*)

FCC Application Form Covering FM Includes Extensive List of Questions

CALL FOR FCC Form 319 if you want to file an application for a High-frequency (FM) Broadcast Station. The new form embodies all of the questions contained in Form 301 (which has been described as impossible to answer without benefit of counsel, engineer, accountant, etc.) along with questions which tighten requirements all down the line. The form, approved by the FCC June 28, covers two-dozen pages, without map exhibits, etc.

Inquires Into Control

To ferret out any possibility of hidden control in corporations holding other station licenses, provisions of the standard form have been expanded considerably, going into such things as voting rights, proxies, etc. Only the engineering requirements are shortened, and that is largely because there will be no time-sharing, power differential or directional operations. Applicants must specify channel sought and coverage.

In the program field, because of the peculiar requirements of FM allocations, there are questions that will cause evebrow raising. Applicants must describe fully the "cultural, economic and other characteristics" of the community in the area to be served which establish it as an appropriate service area for the proposed station. Use of transcriptions is permitted during the one-hour day and night periods during which full fidelity capability of FM must be demonstrated, provided the recordings will give 15,000-cycle quality. Such recordings do not exist today. In the case of live talent, remote control or network broadcasts really are barred, since line limitations will not pass 15,000-cycle quality. Applicants must show how they can compete effectively (economically) with other FM stations which may exist in the same community. The forms probably will be available within a week.

THE *Hastings* (Neb.) *Tribune*, whose publisher, Fred A. Seaton, is chief stockholder in the company holding a construction permit for the new KHAS there, was cited last month by the National Editorial Assn. as the outstanding small daily newspaper in the country, winning four first, one second and one third place awards in the association's 1940 newspaper excellence contests. The paper has a circulation of 10,000 in a city of 15,000 population.

Campaign Started To Revive Index

Sales Managers Urge Trade Date at AFA Convention

STEPS toward reinstatement of a broadcasting business index, based on a unit plan of volume measurement of time sales in all categories, were authorized June 23 by the Sales Managers' Division of the NAB at a session held in conjunction with the annual convention of the Advertising Federation of America in Chicago.

Long espoused by Paul F. Peter, NAB research director, the revised business index is slated for action at the NAB convention in San Francisco Aug. 4-7. The Sales Managers' Division will work in collaboration with the NAB Research Committee in headed by William R. Scripps, general manager of WWJ, Detroit.

Methods and costs will be studied exhaustively by the Scripps committee, of which Mr. Peter is secretary, and the data submitted to the Sales Managers' Steering Committee prior to the convention. The latter committe is headed by William R. Cline, WLS, Chicago, and comprises Owen Uridge, WJR, Detroit; Craig Lawrence, Cowles Stations; Charles C. Caley, WMBD, Peoria, Ill.; Barney Lavin, WDAY, Fargo, and Ellis Atteberry, KCKN, Kansas City, Kan. The final draft will be submitted to the NAB board at its pre-convention meeting in San Francisco for consideration at the convention.

Political Discussion

In a discussion of political broadcasts, the sales managers agreed that elimination of dramatizations was desirable. Political broadcasts, they concluded, should be confined to speakers, announcements and bona fide political rallies. The dangers of selling time on election days was broached and while no formal action was taken, it was agreed that the wise course would be to forego such time sales. [For NAB board action see page 36.]

The session was addressed by Ed Kirby, NAB public relations director; Carl Haverlin, station relations director of Broadcast Music Inc., and Samuel J. Henry Jr., of the NAB staff. Mr. Kirby discussed the self-regulation code of the industry while Mr. Henry outlined radio advertising problems of department stores as developed at the recent convention of the National Retail Dry Goods Assn. Mr. Haverlin reviewed progress of BMI in developing a wholly-owned music supply for the industry.

Attending the meeting were Chairman Cline; John M. Outler, WSB; Bob Thomas, WBNS; Karl Koerper, KMBC; W. F. Dittman, WTMJ; Barney Lavin, WDAY; Charles C. Caley, WMBD; Willare D. Egolf, KVOO; William Malo, WDRC; L. C. Wheeler, WHEC; Charles F. Phillips, WFBL; Howard O. Peterson, WOW; J. Buryl Lottridge, WOC; Ralph N. Weil, WISN; V. E. Carmichael, KWK; Hale Bondurant, WHO; Carl Haverlin, BMI; Ed Kirby and Samuel Henry Jr., NAB.

Radio Party

A broadcasters' cabaret party was presented under the auspices of the Sales Managers' Division at the Sherman June 25 in cooperation with NBC, CBS, MBS and WBBM, WENR, WGN, WLS and WMAQ. Twenty nationally-known radio stage acts were presented and a 20-piece orchestra conducted by Harry Kogan furnished music for dancing. All members of AFA were invited.

Emmons C. Carlson, advertising and sales promotion manager of the NBC Central Division, delivered a talk titled "So Built We the Wall" at the noon meeting of AFA on June 25. He discussed the value of direct mail campaigns in the promotion scheme of radio, pointing out that it is through this method the prospect forms a picture of the atmosphere of the station, the quality of its service, the efficiency of its personnel, and its ability to command the attention of the radio set owners within its listening area.

Federal Interference

Elisha Hanson, general counsel of the American Newspaper Publishers Assn., warned against Government attempts to "shackle" newspaper information, including advertising, through the Federal Trade Commission, the National Labor Relations Board or any other agency.

Col. Willard T. Chevalier, publisher of *Business Week*, reminded that advertising aids production and purchasing by breeding new wants. Industrial advertising, he said, sells management on improved practices, creating higher industrial efficiency reflected in generally higher purchasing power. Advertising reduces distribution costs and thus increases purchasing power, he added.

A resolution was adopted by the AFA offering its services to the Government in connection with the defense program.

Paul Garrett, vice-president and public relations director of General Motors, was elected AFA chairman. Elon G. Borton, advertising director of LaSalle Extension University, was elected president. Alan Taylor, of WGY, Schenectady, was elected a vice-president. The 1941 convention will be held in Boston.

Brown Left Without Portfolio As Confirmation Is Deferred

Senate Committee Fails to Act on Renomination; FCC Gets Spanking at Hands of Committee

DUE TO failure of the Senate Interstate Commerce Committee to act on his renomination for a seven-year term to start July 1, the tenure of FCC Commissioner Thad H. Brown, as of July 1, was in a state of official "suspended animation". With his term expiring June 30, the postponement of action on his nomination until early July brought about the unique situation where an incumbent FCC member is temporarily without authority to participate in any official FCC activities. Technically, his peculiar position will prevail until the Senate confirms his nomination, which is predicted soon.

The Senate committee on June 21 held a second hearing on the renomination, continuing its indirect attack on the FCC through castigation of Commissioner Brown. After the hearing, it was decided to put off a committee vote until Congress reconvened following a one-week recess for the Republican National Convention. Although the hearings proper have been closed, CBS has indicated that it will, with permission of the committee, file an official statement rebutting certain allegations made at the hearings concerning the network's officers. Conceivably the delay in Senate action could cause a "suspended animation" status for Commissioner Brown for some time during which he apparently cannot draw pay.

Charging Commissioner Brown with playing "ducks and drakes", Sen. Tobey (R-N.H.) resumed his role as committee prosecutor at the June 21 hearing. He delved into the official and personal life of the FCC member, and demanded that committee approval of the nomination be refused, a request he had made at the initial hearing June 12 [BROADCASTING, June 15]. The proceedings climaxed with an appearance by Commission T. A. M. Craven, at the call of Chairman Wheeler (D-Mont.), to testify in regard to an alleged "wild party" attended by several FCC members.

Although the more personal issues evolved by Sen. Tobey appeared to carry little weight with committee members, Chairman Wheeler and other members of the committee showed concern with several specific phases of FCC actions.

Reprimand for FCC

The purported lackadaisical attitude of the FCC in taking precautions against stockholding in radio companies by foreign interests through "dummy stockholders", and an alleged "stock-rigging steal" among CBS officials that netted these officers "huge profits" at the expense of minority stockholders drew considerable committee interest, reprimands for letting such things go on, and recommendations that something be done about it promptly.

Immediately following the attack on CBS officers, Ralph F. Colin, CBS general counsel, issued a statement branding the Tobey allegations as "false" and declaring that they "result either from the deliberate and malicious intent to injure Mr. Paley [William S. Paley, CBS president] and his associates and CBS, or from ignorance of the facts and rash statements despite such ignorance".

From the start of the June 21 hearing, Chairman Wheeler turned the questioning over to Senator Tobey. Again using a long list of prepared questions, Mr. Tobey handled the bulk of the examination, supported by supplementary queries from three or four committee members, chiefly Senators White (R-Me.), Bone (D-Wash.), and Neely (D-W. Va.).

Referred to the FCC's report on its chain-monopoly investigation, one of the chief sore spots in Mr. Tobey's opposition, Commissioner Brown was asked why the FCC had not done something about it if, as was stated in the report, there has been an increasing control of radio in the hands of a few since as far back as 1928, which constituted a "threat to democracy". Countering, Mr. Brown pointed to the section in the letter of transmittal containing a recommendation that there should be a re-examination of the clear channel setup in the interests of public service, designed to prevent domination of Class I-A facilities by any small group.

Commenting on the monopoly report recommendation, Mr. Tobey said: "Now the child is born, after two years of labor, although all these things have been going on for the last six or eight years without anything being done about it." Commissioner Brown answered that on the whole "we think we have been doing a pretty good job" of setting up broadcasting service for the country.

From this Mr. Tobey went into what he termed "looting the treasury" by CBS officials. He referred to a section of the digest of evidence issued in conjunction with the monopoly report stating: "Columbia (in 1932) paid $82.21 per share for its own stock in order to complete a private transaction between its shareholders and to which it was not a party." He then explained that six of the 10 CBS directors at the time were beneficiaries of a Paramount deal growing out of this transaction—Isaac D. Levy, Leon Levy, Jerome H. Louchheim, Jacob Paley, Samuel Paley and William S. Paley, CBS president.

Giving his version of the "stock market rigging operation", Mr. Tobey said CBS had paid $82.21 per share for its own stock, which immediately before the transaction had a book value of $35.79 per share and immediately afterward $29.95, a reduction of $5.84 per share for 12 minority stockholders of CBS, or a total loss in book value to them of $43,706, he continued. Observing that President Paley had made "a cool million" from the transaction, Mr. Tobey characterized the transaction as "a pretty good Exhibit A of high finance".

In the Public Interest

Questioned on the FCC's attitude on the matter, Commissioner Brown explained that the FCC has continued to grant facilities to CBS because it believed CBS was operating in the public interest.

Entering the controversy, Chairman Wheeler asked if the CBS "Paramount steal" did not amount to a matter of the directors "gypping" the minority stockholders. After Commissioner Brown had answered, "It would appear so," he showed increasing interest, although he expressed uncertainty as to whether such transactions alone "would let you refuse to grant them facilities". Commissioner Brown declared, "There isn't the slightest question in the eyes of the Commission that CBS is financially able to operate in the public interest."

Chairman Wheeler observed that stock ownership is one thing the FCC should watch closely, to see that none gets into the hands of any foreign group. Sen. Neely (D-W. Va.) emphasized the point by declaring "there should be a law that no percentage of stock can be held by foreign groups".

Harking back to the CBS case, Senator Tobey declared it was "infamous" to allow such "ducks and drakes" transactions, letting certain operators make profits—"and what profits"—at the expense of others. "Don't you think as real

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Views on Foreign Language Sought

Miller Says Stations Should Check Scripts Carefully

A QUESTIONNAIRE survey of stations broadcasting foreign language programs designed to devise methods of effecting self-regulation and thereby forestalling possible Government intervention during the war emergency, was begun June 27 by NAB President Miller upon authorization of the board of directors. Originally it had been planned to call a meeting of such stations but Mr. Miller decided upon the preliminary questionnaire because of the large number of stations carrying such programs.

At a meeting of the NAB board in New York June 22, a resolution was adopted urging stations to take all precautions against use of their facilities wittingly or unwittingly to promote propaganda inimical to the interests of the country. It was agreed that foreign language stations should not summarily throw off all such programs and that exercise of caution probably would accomplish the desired result.

As a result of the activities undertaken by President Miller, it is expected that a voluntarily imposed code will be drafted to govern such broadcasts. The resolution adopted at the board meeting follows in full text:

"Resolved, that the board of directors of the NAB recognizes the importance of preserving freedom of speech and radio and the necessity of serving the interests of that segment of the listening public which is most effectively reached by broadcasts in foreign languages. During the present period of emergency, stations carrying foreign language broadcasts are urged to exercise extreme precautions against the use of their facilities wittingly or unwittingly to promote propaganda inimical to the interests of the United States. Scripts should be carefully scrutinized in advance by station managers and appropriate measures should be taken to guard against deviation from approved scripts."

Miller's Statement

Following the board's action, Mr. Miller stated:

The board, mindful of the traditions of free speech and free radio, and of the value of foreign language broadcasting to reach important groups of citizens, urgently recommends to all stations carrying foreign languages that in advance of their presentation,

1. All scripts in foreign languages be carefully read and appraised in the light of American national defense;
2. After the station's approval of such scripts, adequate and capable linguists in whom complete confidence may be reposed, shall be utilized to supervise active presentation on the air to prevent possible ad lib insertions or deviations from the scripts;
3. A complete file of continuity and script of all foreign language broadcasts should be kept.

The board further is of the opinion that the licensees of broadcasting stations operating in the foreign language field are capable of handling this problem intelligently and voluntarily and their service to national defense, both potential and actual, in maintaining intimate contact and understanding with foreign language groups should be maintained.

DuPont's 'Prof. Quiz' Film

AUDIO PRODUCTIONS, Long Island City, N. Y., is producing a 30-minute commercial film for E. I. duPont de Nemours & Co., which will feature *Professor Quiz* and will simulate his program, sponsored on CBS by Procter & Gamble Co. for Teel. The film, which will promote duPont's new anti-freeze products, Zerex and Zerone, shows as contestants professional artists representing typical consumer and distributor types. Bob Trout, CBS reporter, does the "announcing."

WARTIME RADIO VAN

CBC Sends Military Unit for Service Overseas

A STURDY Army-type truck, equipped by Canadian Broadcasting Corp. and known as CBC Mobile Unit No. 3, has left Canada for duty overseas with the CBC overseas program staff. It is described as the first such unit ever constructed by any broadcasting organization for wartime broadcasting, and is equipped with recording apparatus to transcribe happenings with Canadian troops. These will be shortwaved to Canada via British Broadcasting Corp.

In charge of Arthur W. Holmes, CBC engineer (shown at wheel), the truck was built in Canada and outfitted by the CBC engineering department. It is of standard army construction, designed to operate in the war zone under severe conditions. Special tires and chains permit travel over war-torn roads or fields. The interior is lined with sound-absorbing and insulating material. A crew of five can be accommodated in addition to equipment.

Mr. Holmes

Mr. Arthur

Mr. Holmes accompanied the first Canadian contingent overseas last December, and his experience while operating with the Canadian Active Service Force has been of great value to CBC engineers responsible for development of the recording van in cooperation with the Department of National Defense. Accompanying him overseas with the new mobile unit are Gerry Wilmot, engineer, and Albert Altherr, commentator (l and r in photo at right) and Gerard Arthur, another CBC commentator.

Mr. Holmes was born at Aurora, Ont. At 19 he became a wireless operator on Great Lakes and trans-Atlantic boats. Between 1930 and 1933 he was sound man with Fox Movietone News and wireless operator in the Arctic in the service of the Canadian Government. He joined CBC at the Toronto studios in 1935. During the 1939 Royal Tour he was one of a picked crew for special engineering duties. He also has been a private plane pilot since 1937.

Pawtucket Gets Station

THE FCC June 26 ordered adoption of its proposed findings of fact and conclusions, issued May 28, granting the Pawtucket Broadcasting Co. a construction permit for a new regional outlet in Pawtucket, R. I. The new station, to operate with 1,000 watts fulltime on 1390 kc., is the fourth station in the State, the other three being located in Providence. The company's stockholders are Frank F. Crook, auto dealer, and Howard W. Thornley, now chief engineer of WPRO, Providence. One-third of the stock was previously held by Paul Oury, one-time manager of WPRO, but he withdrew from the company.

Gen. Foods Buys Roundup

GENERAL FOODS Corp., New York, on July 1 will start thrice-weekly sponsorship of the daily CBS *Elmer Davis & the News* on 87 stations for its Post Toasties. Mr. Davis, who became a CBS news analyst last September, is heard on CBS sustaining Saturdays and Tuesdays, is sponsored Fridays and Sundays by Gillette Safety Razor Co., and Mondays, Wednesdays and Thursdays by General Foods. Agency handling the Post Toasties account is Benton & Bowles, New York.

GE Spot Drive

GENERAL ELECTRIC Co., Cleveland, ran a campaign of 13 spot announcements on 54 stations thoughout the country during the week of June 3 as promotional tie-in for the week sale of GE incandescent lamps at a reduced price. Agency is BBDO, New York.

New Skelly Program

SKELLY OIL Co., Kansas City, which has named Henri, Hurst & McDonald, Chicago, as agency, plans to start a network program in late July on NBC-Red or CBS. The program will feature Capt. E. D. C. Hearne, news commentator. Details had not been completed as BROADCASTING went to press.

District 2 Names Wheeler Director

Craig Reelected at Meeting Held by 6th NAB District

CLARENCE WHEELER, general manager of WHEC, Rochester, was elected to a two-year term as NAB director for District 2 (New York State) at a meeting June 27 at Rochester. He succeeds Col. Harry C. Wilder, president of WSYR, who was not a candidate for reelection. Mr. Wilder also is a member of the executive committee and his successor will be selected following the NAB convention in San Francisco Aug. 4-7.

At the District 6 meeting (Tennessee, Arkansas, Alabama, Louisiana, Mississippi) held June 20 in Memphis, Edwin W. Craig, executive head of WSM, Nashville, and executive committee member, was reelected director by unanimous vote. Joseph L. Miller, NAB labor relations director, and Carl Haverlin, BMI station relations director, were speakers at the Memphis session. Unanimously adopted was a resolution offered by H. W. Slavick, WMC, Memphis, and seconded by H. Wheelahan, WSMB, New Orleans, giving BMI a vote of confidence.

At the New York session, Ed Kirby, NAB public relations director, discussed current industry problems, including political broadcasting, the war situation as it may affect broadcasting, and other activities of the NAB. Mr. Haverlin outlined the progress of BMI.

At Memphis Meeting

Attending the District 6 meeting were: W. H. Summerville, Louis Read, WWL; F. C. Sowell, F. D. Binns, WLAC; Storm Whaley, KVOA; Ralph Wentworth, Langworth; Harold Wheelahan, T. J. Fontelieu, H. G. Nebe, WSMB; John C. McCormack, KWKH and KTBS; Ed Zimmerman, C. K. Beaver, KARK; H. R. Krelstein, WMPS; Carl Haverlin, BMI; H. W. Slavick, E. Brom Jr., John Cleghorn, WMC; E. A. Alburty, WHBQ; Wiley P. Harris, WJDX; Joe Eggleston, WMC; Raymond F. Hufft, WNOE; O. W. Jones, WQBC; F. A. Cavey, WWL; George Blumenstock, WSKB; Hollis R. Wooten, WREC; J. H. DeWitt Jr., WSM; Hoyt B. Wooten, WREC; Jack M. Draughon, WSIX; Edwin W. Craig, WSM; Harry Stone, WSM; Gustavus Reiniger, REL.

At Rochester Meeting

Present at the Rochester session were: Samuel Woodward, WFBL; E. K. Johnson, WIBX; Kolin Hager, WGY; S. D. Gregory, WJZ; J. G. Gude, WABC; F. S. Brauner, WABC; John T. Calkins, WENY; H. T. Woodman, WEAF; Clarence Wheeler, WHEC; E. M. Stoer, Hearst; Jack Kennedy, WHAM; Roy L. Albertson, WBNY; Ed Kirby, NAB; Harold E. Smith, WOKO; Harry L. Goldman, WABY; Simon Goldman, WJTN; G. O. Wiig, WHEC; William Fay, WHAM; E. H. Twamley, WBEN; E. A. Hanover, WHAM; Frank A. Seitz, WFAS; Mary A. Seitz, WFAS; Thomas L. Brown, WHDL; William I. Moore, WBNX; W. G. Eckman, WJTN; Harry C. Wilder, WSYR, WTRY; H. J. Frank, WSLB; Gene Thomas, WOR; Frederick L. Keesee, WMBO; Cecil Mastin, WNBF.

Agency Questionnaire

BUCHANAN & Co., New York, agency in charge of the Texas Co. account, during the week of June 13 sent out questionnaires to stations throughout the country requesting information on local and national oil company sponsors and their programs. The agency reports almost 100% response to the survey, which included questions on the type of program used and for how long a period of time, and will use the study for future radio programs.

Johnstone Plans Radio Setup for Democrat Session

Pre-Convention Pickups and Special Discs Included

DESPITE monopolization of broadcasters' attention since mid-June by the Republican National Convention in Philadelphia, plans for radio coverage of the Democratic National Convention, to be held in Chicago starting July 15, are reaching their final stage, according to G. W. (Johnny) Johnstone, radio director of the National Democratic Committee. In general, the same network staffs and the same coverage technique will be employed at Chicago as at Philadelphia, he indicated June 28 to BROADCASTING.

Preliminary plans for radio's coverage of the Democratic convention were set several weeks ago when Charles Michelson, publicity director, and Oliver A. Quayle Jr., treasurer of the National Democratic Committee, met in Chicago with network representatives. The general features of network participation were decided upon at that time, and subsequently Mr. Johnstone has been developing specific operations. Under present arrangements the networks will carry the major addresses and developments of the convention in full, in addition to commentary and news programs.

Pre-Convention Activity

Present plans call for pre-convention programs to start immediately after adjournment of the Republican convention, presenting Democratic party leaders and convention figures. As BROADCASTING went to press, CBS and MBS had definitely arranged a series of these pre-convention broadcasts. In addition, Mr. Johnstone distributed 100 transcriptions of quarter-hour talks by Secretary of Agriculture Wallace and John M. Carmody, administrator of the Federal Works Agency, to Midwest stations, for broadcast during the last week in June.

The Democratic convention will be held in the Chicago Stadium, 1932 convention site. Party headquarters and broadcasters headquarters have been located at the Stevens Hotel. Mr. Johnstone plans to move the radio division to Chicago headquarters by July 8 to superintend preparations. Networks also will set up studios in the hotel for interviews with convention leaders and other special features outside the convention hall.

Although the smaller Chicago Stadium forces a reduction in space for working radio news staffs, compared with the large staffs accommodated in Philadelphia's Convention Hall, facilities for actual broadcasting staffs will be as full as at Philadelphia, Mr. Johnstone explained. Robert Menaugh, superintendent of the House radio press gallery, will work with the standing committee in Chicago on seating arrangements for the working radio press. D. Harold McGrath, superintendent of the Senate gallery, handled this assignment at the GOP convention.

Network staffs at Chicago will be essentially the same as those covering the Philadelphia conclave, augmented by Chicago network personnel [BROADCASTING, June 15].

WILLKIE ON WLW
Station Claims Scoop With Nominee's Talk

BREAKING through a schedule that had excluded even network appearances, WLW, Cincinnati, on June 26 claimed a clean scoop in its independent coverage of the Republican Convention in Philadelphia when it carried an interview with GOP Nominee Wendell Willkie, just before his name was placed in nomination at Convention Hall. This was claimed to be Mr. Willkie's only microphone appearance during the convention until his actual nomination the night of June 27.

The program had been arranged June 23, upon arrival of the six-man WLW-WSAI crew, headed by Cecil Carmichael, covering the convention via direct wires to Cincinnati. Although the Willkie managers subsequently barred broadcast appearances because of his intensive schedule of delegate meetings, the WLW commitment was kept since it was set before the Willkie boom showed its full force. He participated in a 12-minute interview on Peter Grant's convention news pickup. On each of the networks, after his nomination, he spoke much more briefly.

REGAL SHOE Co., Whitman, Mass., has appointed N. W. Ayer & Son, Philadelphia, as agency. Radio will be considered.

'To Hell With It'

NONE too fond recollections of the Mae West citations must have come to the mind of every station operator whose outlet was linked to the networks (and there were nearly 400 of them) for the GOP balloting the night of June 27. When Wisconsin's delegation was called upon to vote on one of the ballots, it was apparently not ready and the microphone clearly picked up the exclamation of a delegate, "No, to hell with it!" Not once but three times did this "profane" remark go out over all networks. Though utterly beyond the radio men's control, such an episode might give any broadcast executive the jitters were it not for the certainty that public opinion, as evidenced by reaction to the Mae West citations, would not for a moment permit the FCC to use this situation for any possible punitive action.

KSFO to Petry

KSFO, San Francisco, has signed an exclusive representation contract with Edward Petry & Co., it was announced June 24 by Lincoln Dellar, station manager, who negotiated the contract in New York with Petry officials.

TELEVISION AUDIENCES for the first time in history viewed a national political convention on their receivers when NBC and Philco sent television crews and equipment to the Republican National Convention in Philadelphia. Philco served the Philadelphia territory, while NBC used coaxial cable facilities to pipe its pickups to New York for transmission in that area via W2XBS, atop the Empire State Bldg., and relay to the upstate Schenectady-Albany area via GE's television facilities. At top, NBC's television staff, headed by Alfred H. Morton, vice-president in charge of television, gathered for this pose before the television cameras swung into action. Seated at the table are Thomas H. Hutchinson, television program manager (left), and Mr. Morton. Standing in back of Mr. Hutchinson is Burke Crotty, who presided at the program director's desk for relays from Convention Hall. Cooperating with MBS, Philco also televised the convention via its experimental television station, W3XE. At bottom is part of the Philco crew on one of the video gondolas in the Hall. Convention-goers showed great interest in getting televised, as well as in viewing activities on receivers which were installed in the hall itself and at the Union League Club.

Commercials Lost In GOP Coverage

Networks Bring Convention at Cost Exceeding $250,000

IT COST the broadcasting networks well over $250,000, and their affiliate stations perhaps an equivalent amount, to bring complete coverage of the Republican National Convention to their listeners during the week of June 24. Commercial time cancellations, payments to contract artists and additional staff costs were the major items of expense.

Only preliminary cost estimates were available from the networks as BROADCASTING went to press June 28, while the balloting for Vice-President was still unfinished, and it was impossible to calculate with any degree of certainty what the individual stations lost in commercial cancellations. All station affiliates had full network coverage available to them but were under no requirement to link into the networks at any particular time.

Mutual officials estimated that through Thursday night, June 27, when Mr. Willkie was nominated, MBS was on the air 30 hours, including 1¼ hours of cancelled commercials. CBS estimated 17 hours for the same period, including six hours of commercials. NBC-Red estimated 11¼ hours, including 6¼ hours of commercials. NBC-Blue estimated 18 hours, including 1¼ commercial hours.

Thursday the Worst

The network executives would make no estimates of Friday hours devoted to the convention since it was still in progress. Thursday was the heaviest period for commercial cancellations, both day and night. Mutual estimated $1,500 lost in commercial time and talent; CBS, between $100,000 and $150,000, due chiefly to 21 Thursday programs cancelled; NBC's networks, $130,000 to $150,000, including 23 Thursday programs cancelled.

Staff and equipment overhead, in addition to routine costs, were estimated by CBS at about $25,000, by NBC at about $15,000 and by MBS at about $8,000.

No estimates if costs were forthcoming from the independent stations which covered the conventions via their own lines from Convention Hall in Philadelphia. These include WLW-WSAI, Cincinnati, WIP and WPEN, Philadelphia, with WFIL's facilities made available to Mutual in addition to its own local coverage.

RCA-NBC reported 30¼ hours devoted to televising the convention, mainly focused on the speakers' rostrum and piped via coaxial cable to the Empire State transmitter for televiewers in the New York area. Nine hours 23 minutes of the Thursday balloting alone were included, marking the longest consecutive television program in history.

Scribner Joins WKRC

JIMMY SCRIBNER, one-man performer of the 22-voice *Johnson Family* feature, on July 1 joins the staff of WKRC, Cincinnati. He is guaranteed to Mutual for a year, with WOR retaining New York rights. Mutual carries his program five mornings a week, 10:45-11. Scribner has bought a farm at Amelia, O. about 25 miles from Cincinnati.

Canada Lifts Ban From Transradio

CBC Acts to Start a Joint Station-Financed Service

By JAMES MONTAGNES

THE BAN on Transradio Press Service in Canada was lifted June 27 when the Canadian Broadcasting Corp. ruled in Ottawa that Transradio may continue to service its Canadian clients as heretofore. The decision had brought a protest from Transradio [BROADCASTING, June 15], which serves about 30 Canadian stations, and from the Canadian Assn. of Broadcasters.

In a move to appease Canadian Press, the CBC resolved to arrange for a unified news service based on reports from all press services, to be available for non-sponsored use by all Canadian broadcasters. Cost would be apportioned among private stations.

Canadian Assn. of Broadcasters was given to understand there will be no cessation in commercial newscasts despite this apparent move under Canadian Press pressure to stop all sponsored news broadcasting in Canada. CBC and CAB committees are to report Aug. 27 to the CBC board at Ottawa on the proposed joint non-sponsored service.

The rulings on Canadian news came following emergency sessions held by Canadian Press in Toronto June 25-26, and by CBC and CAB in Ottawa June 27. Banning of Transradio Press service in the Dominion had been protested by Herbert Moore, Transradio president, who had demanded a hearing.

It is understood the CBC board of governors asked Mr. Moore to explain the actual sources of his European news. With apparent approval of Transradio's sources, it was indicated Transradio might set up a Canadian bureau to service its clients from Canada via shortwave after its news from New York had passed Canadian censorship. Direct shortwave transmission from New York had been one of the factors leading to the Transradio ban.

[Transradio announced June 28 that it had acquired the worldwide Reuter's news service, British press association; it already has an affiliation with the French agency, Havas.]

Banning of Transradio would have caused marked increase in news costs for smaller Canadian stations, since British United Press, only sponsored service available had the July 1 Transradio ban gone into effect, is not distributed by shortwave. The CAB membership had planned to ask additional time to make other arrangements had not the ban been lifted.

Jergens Substitute

ANDREW JERGENS Co., Cincinnati (soaps), sponsoring the weekly *Woodbury Hollywood Playhouse* with Charles Boyer on 63 NBC-Red stations, Wednesday, 8-8:30 p. m. (EDST), with West Coast repeat, 7-7:30 p. m. (PST), for its summer replacement starting July 3 will abandon complete plays and substitute Bill Sweet's serial, *Promoting Priscilla*. Forrest Barnes will adapt the chapter-plays for Jim Ameche and Gale Page, who are to be featured. Felix Mills will have charge of music and Lou Crosby continues to announce. Production will be handled by William N. Robson and Herb Polesie of Lennen & Mitchell, the agency.

VARIOUS PHASES of radio's technique in covering the Republican National Convention in Philadelphia during the last week in June are evident in these pictures direct from the scene. Members of the special NBC crew and several leading news commentators and correspondents discussed convention problems at a roundtable meeting at NBC headquarters in Philadelphia as the conclave got under way (upper left) in which the principals (l to r) are A. A. Schechter, NBC director of news and special events; Howard L. Nussbaum, production; Baukhage, NBC Washington commentator; George Hicks, special events announcer; Mark Sullivan, syndicate columnist; NBC Engineer Thompson; Earl Godwin, NBC Washington commentator; Raymond Clapper, Scripps-Howard columnist. Watching and listening at upper right is a CBS trio —Engineer Bob Trago; John Fitzgerald, in charge of special events; Pat Lochridge, of the CBS news department. At right Gov. Vanderbilt, of Rhode Island, talks over the situation with Fulton Lewis jr., MBS Washington commentator and one of MBS convention figures.

Petrillo Favors National Music Pact If Present Local Plan Proves Failure

By BRUCE ROBERTSON

"I HAVE no immediate plans concerning radio," James C. Petrillo, newly-elected president of the American Federation of Musicians, stated shortly after his arrival in New York June 24 to assume his new duties at the union's national headquarters. He immediately added, however, that he was maintaining a careful watch over the way in which the contracts negotiated individually between radio stations and local unions were working out.

"Last winter the national body agreed to allow the contracts for the employment of our members in radio to be negotiated locally," he stated, "but if the results do not prove satisfactory the national union can and will step back into the radio picture, reinstating the previous system of a national agreement. If the present plan does work out, however, the locals will be allowed to continue to make their own contracts."

Cooperative Squawk

There are no plans at the moment for calling a special session of the union's executive board before its next regularly scheduled meeting in January, Mr. Petrillo said. Resolutions which the recent AFM convention referred to the board for action are now being considered by the president's office, which has been authorized to handle them, he stated, and action will probably be taken within the next few weeks.

Chief of these resolutions affecting radio is one asking that local stand-by orchestras be required for network programs broadcast under local sponsorship. Stating that network programs are sold to different sponsors in different cities "for less than the same number of local musicians would cost if the program was sold locally" and that this "is the worse kind of unfair competition," the resolution would forbid AFM members "to play network radio programs wherein said program is sold commercially to different sponsors in the various towns and cities covered by said network unless the same number of musicians, exclusive of staff musicians, are employed by and paid the local scale by the radio station in each jurisdiction in which said program is sold."

Broadcasters point out that if the union were to attempt to put such a ruling into effect it could have but one result: The elimination of this type of program, which in turn would curtail the income of the local stations and make them less able to spend money for the employment of local musicians, thus defeating the purpose of the union in adopting the measure. This type of program has been most actively promoted by MBS, which has several successful cooperatively sponsored shows.

A resolution forbidding band leaders to pay for line charges from remotes to stations was also referred to the board, which is expected to reject it in line with arguments presented by former President Joseph N. Weber. He pointed out that while it may be unfair for the leader to pay for wires the assumption of these costs by the places themselves would give them control of the broadcasting privileges and an advantage in bidding for bands that could easily prove more costly to the leader than the line charges.

Wired Services

Also referred to the board were a pair of resolutions prohibiting AFM members from working for companies such as Muzak, which furnish hotels, restaurants, bars, etc., with wired music, on the ground that this curtails opportunities for employment among musicians. The convention accepted the recommendation of the law committee that a survey of the situation, including the legal angles, be made before any action is taken.

In addition to blocking the passage of resolutions to stop making any recordings and to require the discontinuance of recorded programs by the Canadian Broadcasting Corp. [BROADCASTING, June 15], the convention also killed resolutions to ban any musical broadcasts originating outside of a regular studio (said to be unfair as it is playing two jobs for a single wage) and to establish AFM scales for sustaining broadcasts commensurate with the extent of the networks.

Proposal of Mr. Weber that the surcharge for commercial broadcasts performed by traveling bands be reduced from 50% to 15% [BROADCASTING, June 15] was adopted, a reduction that should enable many name orchestras to accept out-of-town engagements which they previously were unable to take because of the boost in costs of their commercial programs this would have entailed. The adjusted price scale for transcriptions was also adopted as read by Mr. Weber.

Despite failure of the convention to adopt measures regulating recorded music, this subject will be carefully considered by the board and the president's office, it is understood, with a view to discovering what methods of control are legal and practicable. Mr. Petrillo, as head of the Chicago AFM local, has long been one of the union's most vociferous agitators against "canned music" and at one time instituted rules in Chicago that would have driven all recording and transcription companies from that city if they had not been amended later in accordance with a national agreement.

Although he will make his permanent headquarters in New York, in accordance with a union law, Mr. Petrillo is retaining his presidency of the Chicago local. His force there is so well trained and experienced, he stated, that they can handle almost any problem that comes up, and he will make frequent flying trips back. His family is remaining in Chicago for the present, he said. As national AFM president, Mr. Petrillo's salary will be $20,000 a year, as against the $26,000 annual wage he is paid for heading the Chicago local.

Net-Monopoly Report Upsets Industry

War Councils Are Held To Chart Procedure; Paley Protests

STAGGERED by the impact of the report of the FCC Network Monopoly Committee, which proposes to remake the whole fabric of commercial broadcasting by practically liquidating network operations as they exist today, groups in the broadcasting industry were still holding war councils a fortnight after release of the revolutionary document [BROADCASTING, June 15] to determine immediate courses of action.

While the committee itself perhaps expected favorable reaction of certain industry groups in the light of the frontal attack against networks, no cheers were heard from any industry quarter, save possibly the transcription companies. Network affiliates reserved judgment and announced through their organization, Independent Radio Network Affiliates, that they would study the report closely. Likewise, independent stations, through National Independent Broadcasters, made no comment.

Save for a statement from William S. Paley, CBS president, branding the report as "manifestly the product of bias and prejudice against network operations", no other comment was forthcoming from network quarters. It was clear, however, that both NBC and CBS proposed to fight the inferred recommendations from every angle.

Contract Regulation

Broadcasters generally, whatever their lot in radio, looked askance upon the suggestion that the FCC, under its existing authorities, can in effect take over contractual relations of stations with networks. They appeared to see in this a move by the FCC (or at least its three-man Network-Monopoly Committee) to control station business and perhaps regulate profits.

Mutual Broadcasting System was the only network of the three nationwide operations spared by the committee, because of its co-operative setup and erstwhile non-exclusive contractual arrangement with affiliates. Certain of the committee recommendations, particularly in connection with guaranteed time and non-exclusivity, coincided with the testimony given at the protracted hearings by MBS witnesses. However, no formal word was forthcoming from MBS as to its reactions to the report.

Procedure to be followed by the Commission has not yet been determined since there is no precedent on proceedings of this nature. It was clear, however, that the FCC would not move summarily, and that oral arguments and opportunity to file briefs would be afforded all parties affected. Whether these will come before or after action by the full Commission on new rules proposed to license networks and accomplish certain other of the inferred recommendations of the committee has not yet been determined.

While there has been little official expression on the report, it is nevertheless known that even the White House has taken cognizance of it. White House Secretary Stephen T. Early indicated June 18 that, while the report had not been seen at the White House at that time, cognizance possibly would be taken of its existence. Mr. Early observed that as he understood it, the report was only that of a "sub-committee".

White House Cognizance

Because the report in effect involves a change in national policy in relation to an important industry, it was taken for granted that before any conclusive action is taken by the FCC as a whole, the entire matter will be fully discussed with President Roosevelt. It was freely predicted that when the proposed rules are promulgated, they will vary greatly from the inferred recommendations of the Brown-Walker-Thompson committee.

The report had repercussions in Congress, too. In hearings before the Senate Interstate Commerce Committee on nomination of Thad H. Brown to serve a seven-year term on the FCC, purported "stock-rigging" operations of CBS, based on disclosures in the report as well as financial transactions of RCA, were questioned. Because of charges leveled against CBS and allegations that President Paley made a million dollars in the Paramount stock transaction of 1932, CBS has asked to have the hearings reopened to offer its own testimony [See page 14].

Paley's Rejoinder

Mr. Paley, in a statement June 20 to all affiliates, declared that a number of inquiries had been received from affiliated stations regarding the committee's report. He stated:

"Perhaps first of all, it should be emphasized that these publications reveal merely the views of a

(*Continued on page 74*)

Monopoly Report Urges FCC Kill Disc Announcement Rule

Transcriptions Draw Strong Praise for Quality; Independents Declared at a Disadvantage

ELIMINATION of the transcription announcement requirement, whereby transcriptions would be classed "alongside with personal presentation programs" was one of the inferred recommendations made by the FCC special committee on network-monopoly broadcasting in its ponderous report, close reading of the document reveals.

Tucked away on page 114 of the basic 138-page tome (the entire report covers 1,300 pages) released June 12 was found strong commendation of electrical transcriptions along with vigorous denunciation of purported efforts of NBC to stifle this competitive medium. Technical perfection of electrical transcriptions was praised by the FCC committee. The full report awaits Commission consideration.

Progress Noted

Apropos announcement of transcriptions, it was explained the Commission now requires that mechanical records be identified as transcriptions or records by appropriate announcements before and after the program, the rule having been adopted in order that listeners may be apprised that mechanical records are being broadcast and that the program is not a personal presentation. The committee continued:

"Many advances have taken place in the electrical transcription industry. At the present time, electrical transcriptions are comparable in fidelity to personal presentations. It should be recognized that even in the case of personal presentation broadcasts, the voices of the artists reach the listening public only as the result of an electrical process. Electrical transcriptions invite careful rehearsing, and permit great perfection of programs. It is worthy of consideration, therefore, whether transcriptions may not have earned for themselves the right to be classed alongside with personal presentation programs.

"The same considerations do not apply in the case of ordinary phonograph records which are not designed especially for broadcasting purposes. With respect to electrical transcriptions, the evidence in the record shows that they are so technically satisfactory that their use should not be discriminated against.

"Transcription is a vital necessity to the small station. However, the public should be protected against deception through practices such as that of inferring that a performer is present in a studio when a broadcast is being made when, in fact, the performer is not present and an electrical transcription is being used."

Sources of Competition

The report stated that because of the high quality of transcriptions they are "actual and potential sources of competition with programs broadcast by personal rendition." It analyzed the 1938 situation pertaining to transcriptions, current at the time the investigation of networks was undertaken. The 327 independently-controlled stations on major networks during that year broadcast approximately half as many hours from commercial transcriptions as they did commercial hours received from the major networks. In the case of non-network stations, use of transcriptions is even more extensive, with 76% as many commercial electrical transcriptions having been transmitted on 310 such stations in 1938 as against personal rendition hours.

Annual Volume

Declaring that the annual volume of business from recorded entertainment and other audio-matter is between 4½ and 5 million dollars, the report stated that practically all of this is done by about 25 companies, including NBC and RCA Mfg. Co. In 1938, RCA-NBC obtained approximately $1,750,000 in sales, leaving only about $3,000,000 to be divided among the more than 20 competing companies.

The report brought out that the largest single competitor of NBC in the transcription field is World Broadcasting System Inc. In 1938 among the 200 stations using its services only 31 were NBC outlets. During the year NBC had 198 stations using its library service. About half of all commercial transcriptions sold by NBC in 1938 were broadcast by stations on its networks while slightly less than one-fifth were on CBS and MBS stations and one-third on other stations. Of these commercial transcriptions, 54% were sold to network advertisers, 91% of which were customers of NBC, and 46% to non-network advertisers.

In citing the "competitive advantage of NBC because of its transcription policy", the committee stated:

"The record discloses many instances where advertisers using the

(*Continued on page 75*)

IRNA Considers Monopoly Report

Proposal for Special Session Before Convention Dropped

CONCLUDING that additional time is needed to study the effects of the report of the FCC special committee on network monopoly upon affiliated stations, the Executive Committee of Independent Radio Network Affiliates at a meeting in New York June 21 decided to drop plans for a special membership meeting prior to the NAB convention in San Francisco in August.

The board held in abeyance a proposal whereby William J. Dempsey, former FCC general counsel, and William C. Koplovitz, former assistant general counsel, would be retained to advise in the formation of standards of practice for network affiliates. It was decided to consider the entire matter at a special IRNA meeting to be held in San Francisco Aug. 3, in advance of the NAB convention Aug. 4-7.

Previously, the board had authorized possible retention of the attorneys with the preliminary job that of establishing whether IRNA could legally engage in bargaining with the networks. Issuance of the far-reaching FCC committee report, it is reported, changed the entire complexion of the matter with the result that it was concluded to give the report further study.

All members of the IRNA board except E. W. Craig, WSM, Nashville, and E. C. Craney, KGIR, Butte, were present at the New York meeting. Samuel R. Rosenbaum, WFIL, Philadelphia, IRNA chairman, presided.

WHO?

WHERE?

FARM PEOPLE?

Men?

WHAT HOURS?

Women?

INCOMES?

HOW MUCH DO YOU REALLY KNOW ABOUT RADIO AUDIENCES?

1940 Iowa Radio Audience Survey gives you the most complete and authentic analysis of listening habits ever made among Iowa families!

DO YOU *know* what types of programs are preferred by Iowa radio listeners? Do you *know* when and how much they listen? Do you *know* what stations they listen to most . . . to what extent they depend on radio (versus newspapers) as a source for news . . . how well they remember advertisements *heard* on the radio as compared with advertisements *seen* in newspapers and magazines?

These and scores of other important questions are answered in detail in the 1940 Iowa Radio Audience Survey—an indispensable source of facts, figures and percentages compiled by H. B. Summers of Kansas State College from 9,001 personal interviews throughout every county in Iowa. Broken down by sex, age-group, educational status, income, etc., the figures give you the most complete and accurate picture of Iowa's radio families available today!

There's such a wealth of practical, authoritative, up-to-the-minute information packed between the covers of this monumental data book, you'll probably wonder how you ever got along without it. . . . Copies are now available, without cost or obligation. Send for yours, now. You'll pronounce it the most helpful Survey you have ever seen.

COVERS THESE SUBJECTS —AND MORE!

Charts Showing
- Stations "Listened to Most"
- Stations "Heard Regularly"
- (Daytime and Nighttime)

County Maps of Iowa Showing
- Stations "Listened to Most"
- Stations "Heard Regularly"
- (Daytime and Nighttime)

Program Preferences
- Of men—of women
- By age-group
- By place of residence
- By educational status

Ability to Recall Advertisements
- Seen in newspaper
- Seen in magazine
- Heard on Radio

Products Used by Brands
- Coffee
- Cooking oil or fat
- Flour
- Laundry soap
- Tobacco
- Work clothing

It's FREE! Send for Your Copy NOW!

WHO for IOWA PLUS!

DES MOINES . . . 50,000 WATTS • J. O. MALAND, Mgr.

FREE & PETERS, INC., National Representatives

Sales Personnel Changed by NBC

Blue Gets Eastern Division Group; Additions to Red

DIVISION of NBC's sales organization into two distinct departments, each headed by its own vice-president and each devoting itself exclusively to the sales of one of NBC's two networks [BROADCASTING, June 15], has caused a rearrangement of sales personnel of the Red and Blue networks. Several members of the eastern division sales staff have been transferred to the new Blue sales force and four new men have been added to the Red sales staff.

Executive set-up of the Red Network sales department is that which formerly headed all NBC sales: Roy C. Witmer, vice-president; Edward R. Hitz, assistant to Witmer; I. E. Showerman, eastern division sales manager, and George H. Frey, sales service manager. John H. McNeil, James Martin, Walter E. Myers and Reynold R. Kraft remain as salesmen, although the creation of separate sales staffs has necessitated a reassignment of accounts among staff.

Red Sales Additions

Additions to the Red sales force include Gordon H. Mills, formerly of the spot and local sales department; William L. Kost, previously with *Life* magazine and recently sales promotion manager for the Lennox Co. of Westchester County; Eugene A. Kraemer, a former newspaper space buyer and for four years Eastern advertising manager of *Scientific American*, and Frederick Horton, who comes to NBC from the Alco-Gravure division of Publication Corp.

Edgar Kobak is vice-president in charge of Blue Network sales. Keith Kiggins, former director of the Blue, is sales manager and Robert Saudek is assistant to Kobak and Kiggins. Blue sales personnel, all transferred from the eastern division staff, are D. R. Buckham, George M. Benson, Paul M. Massman, Charles E. Phelps, Fred M. Thrower Jr., Dudley Rollinson, John G. Hoagland and William Materne. John S. de Russy, formerly in the sales department of KYW, Philadelphia, replaces Gordon Mills in spot and local sales.

Physical separation of the sales force is being completed with the establishment of Blue sales headquarters on the third floor of the RCA Bldg. Red headquarters remain on the fourth floor, with the NBC statistical staff moving from the third to fourth floor into space formerly occupied by the program analysis division, which is now located on the ninth floor.

9 No. Central to MBS

NORTH CENTRAL SYSTEM, regional network made up of nine stations in North and South Dakota and Minnesota, on June 23 joined MBS, bringing the total number of Mutual outlets to 140. North Central stations include KABR, Aberdeen, S. D.; KGCU, Mandan, N. D.; KRMC, Jamestown, N. D.; KDLR, Devils Lake, N. D.; KLPM, Minot, N. D.; KVOX, Moorhead, Minn.; KATE, Albert Lea, Minn.; KWNO, Winona, Minn., and KGDE, Fergus Falls, Minn.

NBC Promotes Roux

PROMOTION of Willan C. Roux NBC assistant manager of promotion for managed and operated stations, to the newly-created post of sales promotion manager of WEAF and WJZ, NBC key stations in New York, was announced June 17. Mr. Roux rejoined NBC several months ago after having served with International Radio Sales as sales promotion manager. In his new capacity he will handle all promotion for the NBC key stations and will also coordinate sales, merchandising and publicity activity.

Mr. Roux

Sunkist Spots

CALIFORNIA Fruit Growers Exchange, Los Angeles (Sunkist lemons), through Lord & Thomas, that city, on June 20 started using six chain break and 100 word spot announcements weekly on 11 stations in a 10-week campaign. Stations are WWNC WBRC WBT WCSC WALA WMAZ WSM WWL WSMB WTOC WIS. Exchange is also currently using an average of 10 spot announcements weekly on 38 stations in 34 markets for both Sunkist and Red Ball oranges. In addition, it continues the thrice-weekly quarter-hour program, *Hedda Hopper's Hollywood*, on 28 CBS stations for both oranges and lemons. The spot campaigns are being concentrated in areas where the network program is not heard.

Liked for Shorts

SHORT subjects department of Warner Bros. First National Studios, Hollywood, will continue to use a heavy proportion of radio performers, with an average of around one-third of the cast, according to Gordon Hollingshead, who heads that division of the film company. He has found by experience that radio talent is well adapted to film shorts because of their style of delivery. Enumerating performers like Ted Osborn, Knox Manning and John Deering, Hollingshead declared that their microphone diction and facility in punching lines gives the radio commentators and actors a clean edge over others for film shorts.

B & W Audition

BROWN & WILLIAMSON TOBACCO Co., Louisville (Kool cigarettes), is considering a new half-hour CBS network variety program, *Hollywood Boarding House*, auditioned June 20 in the latter city. Featuring Tizzie Lish (Bill Comstock) and Phil Ohman's orchestra, the audition program was produced and transcribed under supervision of Jack Smalley, Hollywood manager of BBDO, agency servicing the account.

MRS. HARRY ANDERSEN, mother of Dick Andersen, of WLS, Chicago, died in Omaha June 25 following a lengthy illness.

Westinghouse Takes Over Management And Operation of Four Stations July 1

WITH ITS organization completed after several months of planning, Westinghouse July 1 officially takes over full management and operation of four of its stations heretofore program-managed by NBC. All programming, sales and related activities of KDKA, Pittsburgh, WBZ, Boston, WBZA, Springfield, and KYW, Philadelphia, revert to Westinghouse Radio Stations Inc. after nine years of program-sales direction by NBC.

In addition, WOWO and WGL, Fort Wayne, also owned by Westinghouse, will be directed from the new headquarters organization established in Philadelphia under the executive direction of Walter C. Evans, vice-president of Westinghouse Radio Stations and executive head of its radio division.

Policies Discussed

As a prelude to operations under full Westinghouse auspices, Lee B. Wailes, formerly of NBC, manager of Westinghouse Stations, called a meeting of engineers and press representatives June 28 in Baltimore. After a round-table discussion of policies, objectives and special projects for the balance of the year, the group heard a talk on public relations by G. Edward Pendray, assistant to the president of Westinghouse E & M Co.

Participating in the first headquarters meeting were station managers Leslie W. Joy, KYW; W. C. Swartley, WOWO-WGL; Vincent F. Callahan, WBZ-WBZA, and John A. Holman, KDKA. Press representatives present were James A. Aull, KYW; Jack O'Mara, WOWO-WGL; Charles J. Gilchrest, WBZ-WBZA; James R. Luntzel, KDKA. Members of the headquarters department attending the sessions were James B. Rock, engineering and operations; Frank A. Logue, accounting; Gordon Hawkins, programs; Griffith B. Thompson, sales; F. P. Nelson, international stations, and George Harder, publicity.

Mr. Evans will divide his time between the radio division, which includes manufacturing, headquartered in Baltimore, and the new broadcasting headquarters in KYW Bldg., Philadelphia. He will maintain offices in both cities. Mr. Wailes and the remainder of the headquarters staff will be located in Philadelphia.

In addition to the six standard broadcast stations, Westinghouse also operates international broadcast stations WPIT, Pittsburgh and WBOS, Boston, which are included in the organization pattern.

KDKA and WBZ are NBC-Blue outlets, while KYW is on the Red. It has been reported that NBC has agreed tentatively with Westinghouse to switch the Pittsburgh and Boston outlets to the Red Network, probably in the fall of 1941 [BROADCASTING, May 15].

BALDWIN JOINING FINCH FACSIMILE

JAMES W. BALDWIN, former managing director of the NAB, has been appointed assistant to the president of Finch Telecommunications Inc., manufacturers of facsimile and other equipment, and will take charge of its newly-established offices in the Bowen Bldg., Washington. This was announced June 25 by William G. H. Finch, president, who declared the appointment was part of the expansion program of his firm undertaken in the light of the increased activity in facsimile foreseen as a result of the FCC's new rules governing FM and multiplexed facsimile.

Mr. Baldwin

Mr. Baldwin, a native of Indiana and graduate lawyer, was with the Dept. of Justice until 1930 when he was named secretary of the old Federal Radio Commission. Later he joined the NAB as code advisor during the NRA days, and then became its managing director in succession to Philip G. Loucks. He left that post when Neville Miller was elected paid president, and entered private practice. He formerly owned control of WGH, Newport News, Va., which he sold several years ago to local newspaper interests.

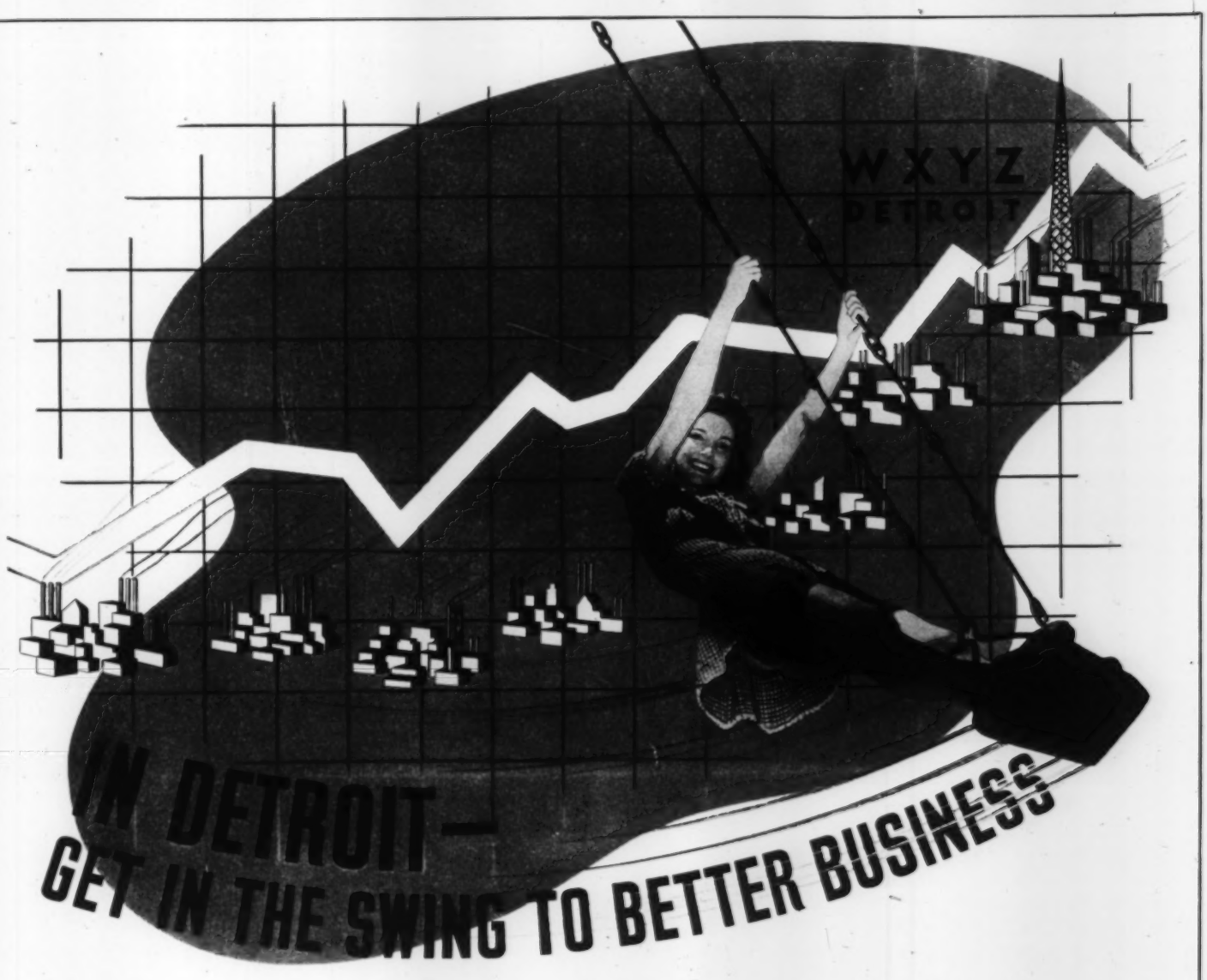
C. S. McCabe Is Named Hearst Radio President

CHARLES S. McCABE, president and publisher of the *New York Daily Mirror*, has been elected president of Hearst Radio Inc., according to an announcement made by the Hearst organization on June 24. Mr. McCabe, who will continue in his previous capacities with the *Mirror*, succeeds John S. Brookes Jr., Washington and New York attorney, who was placed at the head of the Hearst radio and other interests in the spring of 1939 following the resignation of Elliott Roosevelt from that post [BROADCASTING, May 1, 1939].

At the Hearst Radio meeting, held June 19, the directors stated definitely that WINS, New York, and KYA, San Francisco, are not for sale. These stations will be operated by Hearst Radio in conjunction with other Hearst stations, it was stated. These others—WBAL, Baltimore; WISN, Milwaukee, and WCAE, Pittsburgh—were withdrawn from the market some time ago, it was stated.

Westinghouse Shift

IN ORDER to coordinate its NBC program with its activities at the New York World's Fair, Westinghouse Electric & Mfg. Co. has moved *Musical Americana* from Pittsburgh to NBC's studios in New York for the summer, and has shifted the program to Thursdays, 9-9:30 p. m. The move was made in response to thousands of requests from visitors to the Fair as well as from New York for tickets to the broadcast, which now can be obtained from the Washington exhibit at the Fair. Fuller & Smith & Ross, New York, handles the account.



IN DETROIT—
GET IN THE SWING TO BETTER BUSINESS

With a 37% improvement in business, Detroit's increase is *more than twice* that of eight other leading business centers in the nation.

These facts, coupled with the bonus summer potential, brought into the Detroit and WXYZ market by millions of summer visitors, make *right now* an ideal time for "cashing in"——by taking advantage of WXYZ's dominance at the lowest radio dollar rate.

National Sales Representative
PAUL H. RAYMER CO.

WXYZ

KEY STATION OF MICHIGAN RADIO NETWORK
5000 WATTS *Daytime* . . . 1000 WATTS *Nighttime*
Basic Detroit Outlet for NBC Blue Network

WILLIS QUITS CBS FOR ARMS FACTORY

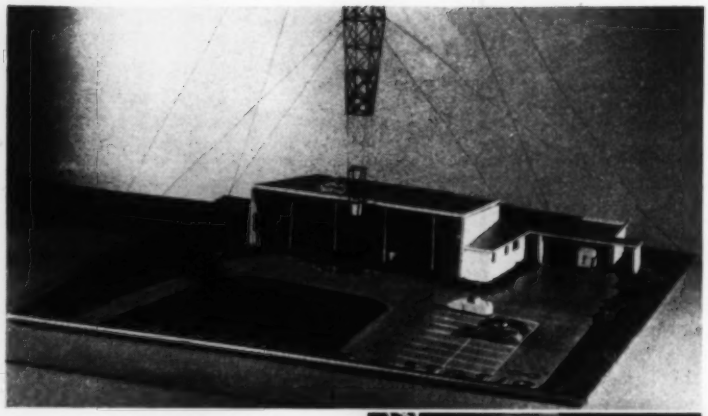
FREDERIC A. WILLIS, assistant to William S. Paley, president of CBS, for ten years, has resigned to accept the vice-presidency of Thompson Automatic Arms Corp., New York, and its subsidiary, the Auto-Ordnance Corp. Mr. Willis, a former Army officer and veteran of the Mexican Border Service and the World War, will become identified with the expansion program of the company, which manufactures the Thompson sub-machine gun and automatic rifle, utilized by England, Canada and America, as well as by the French, Norwegian and Swedish armies.

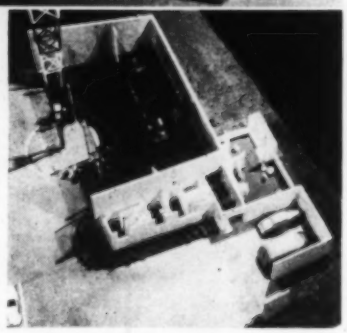
After the war, Mr. Willis joined the banking firm of William Schall & Co. to direct all of its foreign trade with British India and the Far East, later joining Perrin & Marshall, consulting engineers. In 1923, he became director of financial publicity for Tamlyn & Brown, and in 1927 resigned to open his own advertising agency. When Mr. Willis joined CBS in 1930 he was assigned by Mr. Paley to the task of building up CBS' religious and educational programs and of inaugurating the CBS Public Affairs Institute. Besides working as "diplomatic" assistant to Mr. Paley, Mr. Willis has also been a director of CBS' shortwave operations for the past year.

No successor has been named, according to CBS, his duties in connection with shortwave being absorbed by W. B. Lewis, vice-president in charge of broadcasts, and Mr. Lewis' assistant, Douglas Coulter. A new director of shortwave operations may be named this fall when CBS has its new shortwave stations, application for which was filed early in May with the FCC.

Peter Paul News

PETER PAUL Inc., Naugatuck, Conn. (candy, gum), on June 24 started thrice-weekly sponsorship of quarter-hour UP news periods on WMAQ, Chicago, and KOA, Denver; also five-minute news six times weekly on KYW, Philadelphia, and thrice weekly participation on Gene O'Haire's *Musical Clock* program on WGY, Schenectady, 7:45-8 a. m. Agency is Platt-Forbes, New York.





IT MAY be the radio station of tomorrow, this design of a structure to house a 1 kw. station selected from a field of 91 entries in a contest staged by the Beaux-Arts Institute of Design under sponsorship of Western Electric Co. Above is the design. This entry was said by the jury to have "many qualities including simplicity and straightforwardness which are always essential in any good architectural design." A peek inside the model shows a spacious lounge, and utilitarian plan along functional lines for efficient operation.

Contest for Ideal Transmitter House Brings WE 91 Designs From Students

THE first competition for the design of an ideal building in which to house a radio transmitter and its auxiliary equipment, conducted by the Beaux-Arts Institute of Design under the sponsorship of Western Electric Co., ended June 19 when the winners were announced and their designs displayed at the Institute's building in New York. Planned, according to F. R. Lack, WE executive, "to achieve a perfect wedding of radio broadcasting equipment and the building which houses it", the competition called for designs for transmitter buildings and sites appropriate for housing the new WE 1 kw. transmitters. Announced Jan. 8 and closed June 1, the contest attracted 91 entries from 102 individuals representing 19 leading schools and universities. Indicating the widespread interest in the subject is the fact that the two schools sending in the most entries were New York U and U of Southern California.

Some Good Ideas

First prize of $250 went to Louis Shulman; second prize of $100 was won by Roger W. Flood, and Percy C. Ifill took the third award of $50. All three prize winners were entered from New York U, a coincidence somewhat embarrassing to the judges, who, however, rated the entries without knowledge of either the name or school of the designers, each entry being identified solely by number until the winners had been selected. The five-man panel of judges included one practicing radio engineer, J. R. Poppele, chief engineer of WOR, and four prominent architects; Ralph Walker, of Voorhees, Walker, Foley & Smith; Ely Jacques Kahn; Alfred Fellheimer, of Fellheimer & Wagner; J. Andre Fouilhoux, of Harrison & Fouilhoux.

Describing the task of judging the drawings and models submitted as "one of the most stimulating and interesting assignments I have ever had," Mr. Poppele, speaking for the jury as its technical representative, mentioned the many different approaches used by the contestants, with dramatic results. "While it is true," he continued, "that no one solution represents an ideal station judged from the utilitarian standards of broadcasting, it is apparent to anyone that many unique and practical ideas have been evolved by the contestants—many of which might well be incorporated in the design of a station. For an overall appraisal of the competition, the results show much of worth to the industry."

The architect members of the jury likewise expressed satisfaction with the prize winners. Mr. Fouilhoux called attention to the "simplicity and straightforwardness" of the winning design, qualities "essential in any good architectural design", and added that "it should be inexpensive to build, which will certainly appeal to clients. At the same time it will command the attention of the public in a dignified way."

Mr. Walker commended the solutions for their ingenuity and interest in the realm of a new science. Mr. Kahn stated that the more obvious objections were "overbalanced by virtues which were certainly towards the side of interesting effect produced by simple means."

Close Grouping

Concurring with these comments, Mr. Fellheimer added that "the desired dramatic ensemble sought for by the program is obviously best obtained by a close grouping of the relatively small building structure with the tower, well illustrated in the first prize design, which although lacking in some details of plan is specially praiseworthy in this regard.

Expressing the conclusion of the Institute that "it was eminently worthwhile to have given the problem," Otto Teegan, director of the department of architecture for Beaux-Arts, said, "It is hoped that the endeavors of the students may have some influence on better work in radio design and that contact with this type of problem helped the student on his way to clearer thinking." P. L. Thompson, public relations director of Western Electric Co., said the idea of the contest had been inspired by many requests received by his company for transmitter house plans from stations purchasing new transmitters. The winning designs and those receiving honorable mention will be made available to the broadcasting industry.

At present on display at the Rockefeller Home Center in New York, the winning plans and a selection of other entries will also be exhibited in San Francisco in connection with the NAB convention in that city, August 4 to 7.

A RADIO engineer and four architects selected the winning design of a 1 kw. radio station in a contest conducted by Beaux-Arts Institute of Design, under sponsorship of Western Electric Co. The radio judge was Jack R. Poppele, chief engineer of WOR, Newark. Members of the jury were (l to r) Alfred Fellheimer, of Fellheimer & Wagner; Mr. Poppele; J. Andre Fouilhoux, of Harrison & Fouilhoux; Ralph Walker, of Voorhees, Walker, Foley & Smith; Ely Jacques Kahn, all noted architects.

Grove Using 73

GROVE LABS., St. Louis (Chill Tonic—malaria remedy), on June 17 started a varying schedule of two to six-weekly quarter-hour local programs and also daily one-minute announcements in cities south of the Mason-Dixon line. Contracts are for 13 weeks placed by H. W. Kastor & Sons, Chicago. Stations releasing programs consisting of news, hillbilly groups, or musicales, are:

WSFA WJRD KARK WWL WSMB KWKH WTAL WSB KTUL WSM KGKO KTRH WMC. Announcements are being used on WEED WPTF WGNC KWOC WQBC WSKB WTJS WOLS WIS WCSC KRBA KRLD KRIS KRIC WMFD WFTC WSUN WFLA WALA XEAW WTAR KCMC KPLT WSFA WCOC WAML WJDX WJPR WTOC WGRM KMLB WJBO KALB WOMI WPAD WMAZ WMOG WRDW WDLP WDBO WQAM WRUF KOTN KBTM KELD KLCN WAGF WMSL KTUL WTAL WWL KARK WGPC KWKH WMC WAPI WJAX KFVS WFOR WRBL.

ALTHOUGH the FCC recently authorized Gov. E. D. Rivers of Georgia to erect a new local station (WGOV) on 1420 kc. in Valdosta, Ga., an application for another new local on 1500 kc. in the same city has been filed with the FCC by James Freeman Holmes, part owner of the local Coca Cola Bottling Co.

YOU GET *More* FOR LESS!

WENR's new transmitter – 50,000 watts of power – clear channel – and increasingly popular program schedule assure advertisers a potential and profitable listening audience of 3,405,000 radio homes in the great Chicago market, the second largest in the United States. . . . Add to this WENR's new and attractive discounts and you have the best radio opportunity that Chicago has to offer.

WENR

CHICAGO KEY STATION NBC—BLUE NETWORK
870 ON YOUR DIAL

Four New Stations Authorized by FCC

Grants to Omaha, Albany, Ga., Greenville, New Kensington

For full list of new stations authorized since Jan. 1, 1940, see page 32.

FOUR NEW broadcasting stations, all in or near communities already having stations, were authorized by the FCC in its June 25 routine decision day. All were granted without hearings. The new stations will be located in Omaha, Greenville, S. C., Albany, Ga., and New Kensington, Pa., near Pittsburgh.

The Omaha construction permit was issued to MSB Broadcasting Co., and authorizes 250 watts on 1500 kc. Officers and stockholders are C. J. Malmsten, president, cattle rancher of Nebraska and Iowa and owner of citrus farms in Texas and Florida, 33⅓%; John K. Morrison, vice-president, Lincoln insurance man and realtor, who is also part owner of KORN, Fremont, Neb., 28⅓%; Arthur Baldwin, secretary-treasurer, Fremont insurance and real estate man, also part owner of KORN, 28⅓%; Clarence T. Spier, Omaha, 5%; Clark Standiford, chief owner and manager of KORN, 5%.

The Greenville station will be licensed to Textile Broadcasting Co., with 250 watts on 1500 kc. Its president-treasurer and 51% stockholder is Robert A. Jolley, head of the Nehi Bottling Co., of Greenville, and also part owner of the Royal Crown Bottling Co., of Charleston and Orangeburg, S. C. Vice-president-secretary and 49% stockholder is Wayne M. Nelson, who is manager of and owns 60% of WMFR, High Point, N. C. The latter station's sale to J. E. Lambeth, wealthy furniture manufacturer of Thomasville, Ga., pends FCC approval [BROADCASTING, May 1]. A rival application for the same facilities in the same city, that of Greenville Broadcasting Co., was ordered set for hearing by the Commission at the June 25 session.

1 kw. in Albany, Ga.

The station in Albany, Ga. will be licensed to the Herald Publishing Co., publisher of the *Albany Herald*, of which H. T. McIntosh is president, and will operate with 1,000 watts daytime only on 1230 kc.

The station in New Kensington, Pa. will be licensed to Alleghenv-Kiski Broadcasting Co., and will secure 250 watts daytime only on 1120 kc. Its officers and stockholders, all residents of New Kensington, are C. Russell Cooper, president, 14.3%; Dick M. Reeser, vice-president, 14.3%; Donald Laird Hanky, treasurer, 14.3%; Frank H. Recco, secretary, 14.3%; J. C. Cooper, 14.2%; W. H. Cooper, 14.3%; Dan J. Zeloyle, 14.3%.

J. C. Cooper heads a local music store, and C. Russell and W. H. Cooper are his sons. Mr. Reeser, a real estate and insurance man, is mayor of the city, and Frank H. Recco is city engineer.

The Commission denied a petition for rehearing by WLEU, Erie, Pa., to oppose the recent grant of a new local station in that city on 1500 kc. to Presque Isle Broadcasting Co.

WILLIAM H. AMESBURY, Minneapolis publisher of shopping and trade papers, has amended and resubmitted his application to the FCC for a new station there, asking for 1,000 watts on 630 kc.

NOTABLES of Nation and State were present June 17 for the inaugural of the new WLOL, Minneapolis, 1,000 watts on 1300 kc., and a one-hour program was piped to MBS with which the station immediately became affiliated. Left to right, at dedication, were: John P. Devaney, former chief justice of the Minnesota State Supreme Court, chief owner of the station; Gov. Stassen of Minnesota; Senator Burton K. Wheeler, chairman of the Interstate Commerce Committee in charge of radio legislation. Besides other public figures, participating in the program were Earl Gammons, manager of WCCO and NAB district director, and Fred Schilplin, owner of KFAM, St. Cloud. Station is managed by Edward P. Shurick, with Jerry Harrington, formerly of WCCO, production manager; Irma Coffron, from KATE, program director; Ogden Prestholdt, technical chief.

SAWYER IS GRANTED SPRINGFIELD LOCAL

CHARLES SAWYER, Democratic National committeeman from Ohio, general counsel of the Crosley Corp., counsel for Procter & Gamble, and owner of a string of small Ohio newspapers, is the controlling stockholder in Radio Voice of Springfield Inc., authorized in a final order of the FCC June 18 to construct a new 100-watt station on 1310 kc. in Springfield, O.

While listed as a director, Mr. Sawyer holds 130 out of 250 shares of capital stock issued. Ronald Woodyard, manager of WING, Dayton, on which Mr. Sawyer has an option to purchase which pends FCC approval [BROADCASTING, June 1], holds 70 shares and is also a director of the corporation. Mr. Sawyer also has applied for a new local station in Lancaster, O., where he owns the *Lancaster Eagle-Gazette*.

Officers of the corporation are Abe Gardner, Springfield attorney, president, 10 shares; John Good, florist, vice-president, 25 shares; Rudolph Klemperer, merchant, treasurer, 3 shares. Other stockholders are Percy Rosenfield, merchant, 5 shares; David Kraus, merchant, 5 shares; Ann Buchfirer, 2 shares.

Besides owning the daily in Lancaster, Mr. Sawyer owns three other papers—the *Port Clinton Ottawa County Democrat* (triweekly), *Mt. Gilead Leader* (weekly) and *Woodsfield Democrat & Republican* (weekly), in addition to which he holds interests in other newspapers of the State.

Selling WMOG Control

CONTROL of the new WMOG, Brunswick, Ga., local outlet which first went on the air June 1, has been sold by Alma King, local theater manager, to Arthur Lucas and William K. Jenkins, subject to FCC approval. Mrs. King proposes to sell 75 out of 100 shares of stock in the licensee corporation for $7,500, retaining the other 25 shares. Messrs. Lucas and Jenkins, chain theater operators, are one-third owners each of WRDW, Augusta, and Mr. Lucas is controlling stockholder of WSAV, Savannah, which first went on the air last December.

Rubin Controls WMAN

MONROE F. RUBIN, Cleveland contractor, who with his wife owns interests in various Ohio stations, on June 18 became controlling stockholder in WMAN, Mansfield, O., with approval by the FCC of his purchase of the 93 shares of stock in Richland Inc., licensee, held by George Satterlee, Mansfield restaurant and market owner. The purchase price was reported as $19,900. Mr. Rubin already held 50 shares, which with the 93 newly acquired gives him control of the station. Other stockholders are John F. Weimer, 51 shares; Clyde Kessel, local auto dealer; Alfred Reeke, Cleveland, 30. Mr. and Mrs. Rubin also hold minority stock in the companies operating WHK and WCLE, Cleveland, and WHKC, Columbus, and between them own 206 out of 448 shares of stock in WJW, Akron.

WJBK Is Reorganized As Booth Sells Interest

WITH the disposal of the 16⅔% interest in WJBK, Detroit, held by John Lord Booth, son of the late head of the Booth Newspapers of Michigan, a reorganization of the stock setup of that station has been disclosed. Mr. Booth, now chief owner of WMBC, Detroit, which he purchased last year, withdraws from the company entirely to devote himself to his own local interests. He does not, however, take any active part in the operation of the eight Booth newspapers, although he is a large stockholder.

James F. Hopkins, remains as president and general manager of WJBK, owning 443⅓ shares of common stock and 329⅓ shares of preferred out of 1,000 shares issued in each class. Arthur Croghan, newly-elected vice-president in charge of sales, was authorized to acquire 55⅓ shares of each. Richard A. Connell Jr., local Chevrolet dealer, former owner of 50% interest in the station, holds 500 shares of common and 170 shares of preferred, and remains as secretary-treasurer. Amy Wilcox, of Ypsilanti, Mich., a teacher, remains as vice-president, owning one share of common and 115 of preferred. Hazel Andrews, Detroit housewife, owns 330 shares of preferred and no common.

NEW POUGHKEEPSIE STATION TAKES AIR

WITHOUT President Roosevelt's originally scheduled speech from his nearby Hyde Park estate, the new WKIP, Poughkeepsie, N. Y., 250 watts on 1420 kc., was formally inaugurated June 5 and as its first remote feature covered the 75th anniversary and commencement exercises of Vassar College. The President, due to the war situation, was unable to leave Washington in time for the dedication. Dr. Henry Noble MacCracken, president of Vassar and a director of the station, was among the notables participating.

The station, whose general manager and chief stockholder is Richard E. Coon, editor of the *Poughkeepsie Eagle-News* and *Star & Enterprise*, morning and evening dailies, is RCA equipped with a Lehigh 150-foot radiator erected by Hartenstine-Zane Co., and Johns Manville acoustical treatment. It is located in the Hudson city's famed Nelson House.

Mr. Coon announced the staff as follows: Frederic W. Ayer, formerly with WFAS, White Plains, and WRAL, Raleigh, commercial manager; William Cope, formerly with WTNJ, Trenton, and KOCY, Oklahoma City, program director; Elizabeth MacLean, formerly with WTIC, Hartford, and WABC, New York, director of women's activities; Chet Santon, formerly with the Yankee Network, chief announcer; Fitzroy Kennedy, formerly of WEVD, New York, chief engineer; S. Hibbard Ayer Jr. and Carleton B. Fitchett, salesmen; Walter H. Covell, Edward C. Fitzpatrick II and Jay Bunten, announcers; Peter J. Prinz, chief operator; Waldo Whitman and Joseph Sanford, operators.

New Local in Cheyenne Is Authorized by FCC

WHILE two other applications for other facilities in the same community are pending, the FCC on June 18 authorized a new 250-watt station on 1370 kc. in Cheyenne, Wyo. Licensee will be Western Broadcasting Co. of Wyoming, in which J. Cecil Bott, manager and half-owner of the local Wyoming Monument Works, is 25% stockholder, his wife Nettie Bott 25%, and Mrs. Matilda Lannen 50%. The latter is the mother-in-law of H. L. McCracken, now with KVRS, Rock Springs, Wyo., who is slated to become manager of the new station. Call letters will be KYAN.

Meanwhile, the Commission ordered a hearing on the application of Ben J. Sallows, of Alliance, Neb., seeking 100 watts night and 250 day on 1210 kc., and ordered that it be heard in conjunction with the rival applications of Paul R. Heitmeyer and Frontier Broadcasting Co. for the same facilities in Cheyenne. Mr. Heitmeyer is at present manager of KLO, Ogden, Utah, and Frontier was formed by local newspaper interests.

Governor Seeks Station

GOV. FRANCIS P. MURPHY, of New Hampshire, is president-treasurer and 90% stockholder in Voice of New Hampshire Inc., which has applied to the FCC for a new station in Manchester to operate with 1,000 watts night and 5,000 day on 610 kc. Dr. James J. Power, of Manchester, and Edward J. Gallagher, publisher of the *Laconia Citizen*, are 5% stockholders.

TOWERING TO ~~NEW~~ *Still Greater* HEIGHTS

Way back in 1933, KMBC's new integral plant-antenna was big news to advertisers! Now KMBC's new 544 foot Blaw-Knox antenna—broadcasting 5,000 Watts Day and Night—is news again! Newsworthy because it is a symbol of KMBC's constantly improved technical perfection... of program production showmanship that won Variety's 1939 Plaque:..of our ability to produce effective results for advertisers in the prosperous Middle West!

KMBC Trade Press Announcement, September, 1933

TOWERING TO *New* HEIGHTS

Installing the newest, most advanced transmitting equipment, Kansas City's leading radio station now becomes the most modern in America!

Selected by the Columbia Broadcasting System as a Key Station — originating chain programs broadcast throughout the West, KMBC has built a program and talent staff that is distinguished throughout the United States.

There is no guesswork about KMBC's intensive coverage in the Kansas City Market Area. KMBC's merchandising service is unique among broadcasting stations. Your distribution methods and problems are of first importance in building a radio program. KMBC realizes this, and its organization — designed solely to function in broadcast advertising — acts on facts gained by actual investigation.

An inquiry about KMBC service entails no obligation.

Midland Broadcasting Company
Hotel Pickwick Kansas City Phone HArrison 2654

KMBC

THE *TESTED* SPOT FOR TEST PROGRAMS

National Time Reps:
Free & Peters, Inc.

National Program Reps:

George E. Halley
400 Deming Place
Chicago, Ill.

Columbia Artists, Inc.
485 Madison Ave.
New York City

Columbia Management, Inc.
Columbia Square
Hollywood, Calif.

KMBC OF KANSAS CITY

Federal Tribunal Hears Appeals in Recording Ruling

RCA, WNEW and Whiteman Argue Interests of Each

APPEALS of RCA Mfg. Co., Paul Whiteman and WBO Broadcasting Co., operator of WNEW, New York, from the decision of Justice Vincent L. Leibell in the Federal District Court in New York regarding the right of manufacturers and performers to restrict the use of their records on the air, were heard June 17 by the U. S. Circuit Court of Appeals in New York, which reserved decision on the appeals. Justices Learned Hand, Charles E. Clark and Robert P. Patterson heard the more than two hours of argument from attorneys for the three appellants.

Decision of Judge Leibell, issued July 24, 1939 [BROADCASTING, Aug. 1], found that RCA possessed a "civil right of a pecuniary nature" which was violated when its records were broadcast without permission and that Whiteman "because of his unique interpretations of musical selections, had a common law property right in his renditions," which was also violated by unauthorized broadcasting of his records.

Errors Claimed

RCA was granted permanent injunctive relief against WNEW and Whiteman was also granted an injunction against the station for records made by him under one contract in which he had expressly reserved the broadcasting rights. Records made under other contracts, in which Whiteman has not made such reservations, were controllable only by RCA, the court ruled.

David Mackay, representing RCA, stated that while the decision of the lower court was generally correct, it contained two errors: Its failure to allow RCA's claim to a common law property right by virtue of its "intellectual and artistic contribution" to its records, and the injunctive relief granted Whiteman despite the fact that this was not requested in his answer to RCA's suit.

Asked by Judge Hand if there were any legal precedent for the claim that the contribution of the recording company to a record is artistic as well as mechanical, Mackay said that there was no decision on this point, but cited cases concerning the contribution made by a photographer in taking a picture, which he said was comparable to the part played by the recording company in making a record.

On behalf of WNEW, Col. Joseph M. Hartfield of White & Case, charged RCA and Whiteman with attempting to use the courts to secure "eternal monopolies", despite the fact that they had repeatedly failed to get from Congress even the limited monopoly of copyright protection. If this monopoly is granted, he said, many small stations will be driven out of business as "they cannot exist without recorded music." Already, he stated, the radio industry is paying some $4,000,000 a year to ASCAP for the right to broadcast music, and now the recording companies and artists are making further demands which would result in forcing stations to

(*Continued on page 58*)

WHEN Borden's famous bovine, Elsie, made her radio debut recently on WMCA, New York, special planking had to be installed on the platform of the Little Theatre studio at the fair to hold the 1,000-pound beauty. The pail at right turned out to be a good idea.

WNEW Signs Commercial AP Contract For Both Sponsored, Sustaining News

FIRST New York station to sign a full commercial contract for 24-hour service from the Associated Press, with the right to use this news for either sustaining or sponsored programs, is WNEW, in whose newsrooms Class A AP printers were installed June 24.

Contract, negotiated through the *New York Daily News*, an AP member, was signed by Miss Bernice Judis, managing director of WNEW, and W. J. McCambridge, assistant general manager of AP. It runs for one year, with option of renewal, and calls for a specified minimum payment to AP, plus a percentage of the net revenue derived from the sale of news programs to advertisers.

Station will start using AP service following the conclusion of its present contract with International News Service, to which the station has given a 30-day notice.

Double Credits

News broadcast under sponsorship will be credited to both the newspaper and the press association, it is understood under a liberalization of the earlier AP rules, which insisted that news broadcast on a sustaining basis be credited to AP, but denied the use of the AP credit line in connection with sponsored programs. The WNEW contract is also one of the earliest to be based on a percentage of sales. Most of AP's radio contracts, all of which must be placed through member publishers, are based on a percentage of the paper's wire and general charge assessment, a 5% surcharge being made for sustaining radio use of AP news and a 25% surcharge placed on its commercial use on the air.

More than 50 stations are now getting AP news on a commercial basis, it was stated at AP headquarters, about three-fourths of that number being stations owned by member papers and the remainder getting it through members as in the case of WNEW and the *Daily News*. Something over 100 stations have sustaining contracts with AP, most of them being owned by members.

No plan to make AP news available to network sponsors has yet been perfected, it was stated, although the matter is being given given serious attention by AP executives. It is understood that suggested methods for commercial network use include both the exclusive sale of the right to use AP news to one network and the general sale to any network desiring such service. Since the stations owned by AP members are affiliated with all the major networks, it is believed the final decision will be to make the news available on a non-exclusive basis.

The AP management is also considering the problem of processing its news for radio, a step that has been requested by many of its station owning members. While such a move, entailing as it does establishing a special radio wire, would add to AP's expenses, it is believed it will be taken in the near future as a necessary part of the process of developing an AP service for radio that will be properly competitive with services now offered by other news agencies.

With the solution of the commercial sale of news to the networks will probably come a dropping of the sustaining service currently offered by AP on a "public service" basis. Developed by AP with the discontinuance of the service formerly offered cooperatively by all press associations through the medium of the Press Radio Bureau, this service provides for several five-minute news summaries daily (originally two, morning and evening, but recently stepped up to three or four), offered as a public service to broadcasters with no charge except for the actual costs of ticker service.

At present these public service bulletins are being broadcast by NBC and MBS, the latter receiving it from Chicago through an arrangement made by the *Chicago Tribune*, AP member and owner of WGN. In addition to WEAF and WJZ, NBC Red and Blue key stations in New York, and to WOR, MBS key there, New Yorkers may get AP news three times a day from WQXR under the same arrangement. WQXR also broadcasts a nightly news program, *Tomorrow's Headlines*, through an arrangement with the *New York Herald-Tribune*, which supplies the station with ten minutes of news from the front pages of its early editions, including stories collected by its own staff writers and from its press services. This program is currently sponsored by J. B. Williams Co. for its shaving cream.

Oberstein Named In RCA's Reply

Counter-Suit Seeks Damages From Former Employe

DAMAGES of $173,000 plus interest are asked of Eli E. Oberstein, president of United States Record Corp., New York, by RCA Mfg. Co. in its answer to a $400,000 damage suit filed by Oberstein against Glenn Miller, orchestra leader, and RCA in the New York Supreme Court, June 10. Damages are based on charges that Oberstein, while employed by RCA, defrauded the company of more than $23,000.

Oberstein's suit claims that Miller failed to abide by an exclusive agreement to record for Oberstein, made February 27, 1939, and that RCA, knowing of that contract, got Miller to record for them under a contract dated April 3, 1939. Oberstein asks damages of $150,000 from Miller and of $250,000 from RCA.

Fraud Claimed

In their answers, filed June 24, Miller and RCA state that "until on or about Feb. 27, 1939, and for many years prior thereto," Oberstein was employed by RCA in charge of securing performing artists to record for this company; that in January of 1939 Miller asked Oberstein to get him a term contract with RCA, but that Oberstein said he was leaving the company and was then forming a new company, tentatively named "Disc Co.," in Chicago which would control 150,000 coin-operated phonographs and if Miller would sign with his company his records would be placed on all of these machines; that Miller signed a contract with blanks left for the name of the company when it was finally decided upon and for a date to be subsequent to the formation of the company; that the company was never formed; that Oberstein "wrongfully and fraudulently" inserted his own name in the blank space and the date of Feb. 27, 1939, and that since the Disc Co. was never formed, the conditions of the agreement were not fulfilled and Miller was under no obligations to perform for Oberstein.

RCA's answer further alleges that while in RCA's employ Oberstein "willfully and wrongfully entered upon a systematic scheme and plan designed to cheat, defraud and deprive" RCA of both the services of artists and its money and property for his own benefit. As proof of this charge, the answer cites Oberstein's attempt to get Miller to work for him rather than for his then employer, RCA, and also that while on recording trips for the company Oberstein purchased recording rights for himself and, through use of ficticious names, resold them to RCA.

RCA asks the court to place in trust for RCA any benefits the court may find the plaintiff to be entitled to; to enjoin the plaintiff from asserting any rights to Miller's services; for actual damages of $23,173.15 and punitive damages of $150,000 plus interest, and to dismiss Oberstein's complaint against RCA. Attorney for Oberstein is Max D. Steuer. RCA is represented by the firm of Diamond, Rabin, Botein & Mackey.

FOR 20 YEARS
A Powerful Voice in a Great Market

DETROIT business and industrial indices have already climbed high this year.

Now, as the United States moves to secure its defenses, more than ever all eyes are turned on America's fourth city where *many additional millions* will be spent in an even greater industrial program.

WWJ time sales are reflecting the improved conditions in this increasingly prosperous area with the highest totals in this station's *20-year history*. For with advertisers, as with radio listeners in Detroit—WWJ gets first call.

Have you made WWJ a *must* on your fall and winter schedules?

WWJ
National Representatives
George P. Hollingbery Company
New York -:- Chicago -:- Atlanta
San Francisco -:- Los Angeles

Hint of Commercial Television Noted in FCC License Grants

'Monopoly' Would Be Avoided Under New Ruling; Agreement on Engineering Standards Sought

GIVING ONLY a promise of ultimate commercial operation of television, the FCC June 18 announced tentative approval of 23 applications for television stations, distributing them to avoid what it called "monopolistic practices".

Despite the promise of full commercial status when the industry has developed uniform transmission standards, applicants found little solace in the Commission's latest video action. It was another in a series of moves by the Commission cropping from its action of May 23, when it suspended previously adopted rules proposing "limited commercial operation" beginning Sept. 1. The suspension, which brought a deluge of Congressional and press criticism, was based on the contention that RCA was unduly retarding general television development by its intensive merchandising and sales campaign in New York.

Seek an Understanding

Privately, it was predicted in Commission quarters that engineers of the industry would be called together soon in the hope of reaching an amicable understanding on uniform transmission standards, after which the Commission would promptly authorize full commercial television. But, it was pointed out, as things stand now, television is still in the experimental category under the rules.

Some skepticism was expressed in the industry regarding immediate heavy investment by station applicants in line with the Commission's tentative authorizations, particularly in view of world conditions and the possible economic influence of the European war. The general situation, plus the lack of authorization whereby licensed transmitters would be enabled to recapture at least a portion of their investment and costs, was seen as a possible deterrent in any large-scale building operations.

Moreover, engineers have averred that video equipment has not yet been developed for use on the higher channels allotted to television and this likewise might retard prompt building and development of stations assigned to those bands. The new rules parallel closely those originally adopted by the FCC, except for the commercial ban and for the total elimination of the so-called Class II station category, or those transmitting regular programs with authorization to recapture program costs. The rules also are considerably shorter, since all provisions relating to Class II stations have been removed.

To guard against "monopoly", the rules prescribe that no person shall directly or indirectly control or operate more than three stations in the "Group A" allocations, comprising the seven channels regarded as workable today. Moreover, it is specified that no persons shall directly or indirectly control in this group more than one station which will serve the same general service area. These provisions apply only to stations which transmit programs for public reception, since there is also a provision for stations which will be used primarily for laboratory research or training and will not be required to put on a regular program service.

Precedence for FM

In its latest action, the FCC again gave precedence to FM which was accorded the original No. 1 television channel in the allocations of May 20 authorizing full commercial operation of FM. Under the new allocations, former television channel No. 2 (50-56 mc.) becomes television channel No. 1. The new channel No. 2 ranges from 60-66 mc. Channel 3 (66-72 mc.) through channel 7 (102-108 mc.) all remain the same. These seven channels constitute Group A. In Group B there are 11 bands of 6,000 kc. each set aside for television but these are not regarded as presently workable except for relay purposes in view of lack of equipment. In Group C it is provided that any 6,000 kc. band above 300 mc., excluding the band 400-401 mc., may be used for television.

In announcing tentative approval of the 23 applications, the FCC also stated it will consider 19 remaining applications and outstanding licenses "in the immediate future". Of the latter 19, there are 15 new applications and four existing licensees under the old rules and regulations. In each instance, the Commission said, the applicant may supplement his application and make satisfactory showing that a grant will result in engineering work which will tend toward the development of a uniform system of transmission standards of acceptable quality.

Of the 23 stations tentatively granted, all but five are authorized to furnish television programs to the public, with the others to engage in laboratory research. The Commission said that when the industry has developed uniform transmission standards offering a satisfactory level of performance "these standards will be adopted by the Commission as a basis for regular commercial television operation." Meanwhile it added that "every television station licensee will undertake to carry on substantial research and experimentation on the different engineering problems and to assist in the development of television for widespread public service." It observed that with the completion of the projected stations "this country will have far more television broadcast stations than any other nation in the world."

The motion picture theatrical industry was amply provided for in the tentative grants, with a half-dozen authorizations going to interests either directly or indirectly associated with such operations.

The remainder of the authorizations were to established broadcast organizations or manufacturing companies, with two schools among those authorized to engage in laboratory work. In New York, NBC was accorded channel No. 1, CBS No. 2 and Bamberger Broadcasting Service (WOR) No. 6 (96,102 kc.). Allen B. DuMont Laboratories, in which Paramount holds a substantial interest, was accorded No. 4.

In Chicago, Zenith Radio Corp. was given No. 1, Balaban & Katz, theatrical company, No. 2 and NBC No. 5.

Don Lee Broadcasting System was given No. 1 in both Los Angeles and San Francisco. Hughes Tool Co., headed by Howard Hughes, noted aviator and manufacturer, who also is understood to have motion picture connections, was given No. 2 both in Los Angeles and San Francisco. Television Productions Inc., said to be controlled by Paramount, was given No. 4 in Los Angeles.

DuMont was given No. 1 in Washington and NBC No. 2 in the capital city.

In Philadelphia, Philco was given channel No. 3 and WCAU No. 5. However, RCA in Camden, across the river from Philadelphia, was given No. 5 on a laboratory basis.

In Cincinnati, Crosley Corp., operating WLW-WSAI, was given the choice No. 1. General Electric Co. was given No. 3 in Albany.

Laboratory research licenses tentatively were awarded to Philo T. Farnsworth for Fort Wayne on channel No. 3; to Purdue U, West Lafayette, Ind., for No. 3; to DuMont at Passaic, N. J., for No. 4, and to Iowa State U, Iowa City, for No. 1 and 12.

Others to Be Considered

Pending applications which the Commisison said it would consider upon satisfactory showings are those of: Boston Edison Co., Boston; R. B. Eaton, Des Moines; Travelers Broadcasting Service Corp. (WTIC) and WDRC, both of Hartford; Midland Broadcasting Co., (KMBC) Kansas City; Earl C. Anthony (KFI-KECA), May Department Stores and LeRoy's Jewelers, Los Angeles; *Milwaukee Journal* (WTMJ); Kansas State College, Manhattan, Kans.; Metropolitan Television Inc., New York; NBC, Philadelphia; Henry Walczak, Springfield, Mass.; Grant Union High School, Sacramento, and KSTP, St. Paul. All of the foregoing are for program transmission.

In addition, the laboratory research applications of General Television Corp., Boston, Iowa State U, Iowa City, First National Television, Kansas City, and Radio Pictures Inc. (WQXR, New York), also await amendment prior to consideration.

FCC's Statement

In its formal announcement accompanying the new rules, the FCC added:

"All licenses will be on a basis of research and experimentation tending to promote the development of television and to assist the engineers of that industry to reach an agreement upon uniform transmission standards which will permit the early and general commercialization of television. Until accord is reached on this vital point, no charges—either direct or indirect—may be made for the transmission of any type of television program.

"In order to put to the fullest possible public use the 18 regular channels (50,000-108,000 and 162,-000-294,000 kc.) plus any 6,000-kc band above 300,000 kc (excluding 400,000-401,000 kc), made available to television under Commission Order No. 67, the Commission will not, except for extraordinary cause, authorize any one television broadcast station to use more than one channel in the main seven channels constituting Group A (50,000-108,000 kilocycles).

"At the same time, the Commission stipulates that no person, directly or indirectly, shall operate or control more than three public programming television stations in this important group of channels, or operate or control more than one such station in the same service area. This, however, does not apply to stations which do not

(*Continued on page 68*)

IN THE first demonstration of the "television-telephone" at the General Motors World's Fair exhibit, Charles F. Kettering, GM vice-president, appears on the screen while talking with Ernest L. Foss, RCA engineer.

Television - Telephone Is Shown by RCA, GM

FIRST public demonstration of "television-telephone" was staged June 17 at the formal opening of the Previews of Progress show at the General Motors New York World's Fair exhibit. Set up by RCA television and GM Research Laboratories engineers, the apparatus consists of a standard portable television transmitter or "jeep" connected by coaxial cable with a 12-inch screen experimental television receiver. A push-button telephone is coordinated with the television circuit so that when the telephone instrument is lifted at the receiving end, the image of the person answering the call flashes on the screen.

According to GM officials, the apparatus could be used to transmit information of a secret nature intended only for the ears of a specific individual, and with the addition of television broadcasting equipment using ultra-shortwave frequencies, the television-telephones could become as widely used in the future as the present-day phone service.

"The present world situation makes men almost seem futile. The Radio Pulpit gives hope and encouragement to those who need it most."

"As faithful listeners to the Catholic Hour... we feel a deep obligation for your generosity... in making this broadcast possible."

"Our sincere appreciation for the exceptionally fine Passover Festival program."

"Thank you for the pleasure you have given me and many other shut-ins."

"Sincere thanks for all the time your corporation gives to religious programs, whether Jewish or Gentile, Catholic or Protestant."

MORE THAN EVER THESE ARE DAYS FOR WORSHIP

AND AS EVER **NBC** SERVES THE PUBLIC INTEREST

With the world in a state of turmoil, new thousands each day are finding solace and peace in worship...Thousands whose circumstances make going to church or temple impossible...Thousands, who, as a result, have turned to NBC's religious broadcasts.

Ever since its inception, NBC has brought to American homes religious services for all faiths. And that this public service has proved beneficial to listeners may be seen from the thousands of letters they send us each week.

Excerpts from some recent mail are provided above. We are proud to be so ably serving so many. For to NBC, religious programs are a public service and we present them with the sincere belief that in this way radio serves the public interest.

NATIONAL BROADCASTING COMPANY

World's Greatest Broadcasting System

A Radio Corporation of America Service

Horizontal Boost To 940 kc. Group

10 Stations Get 5 kw. Night; WAAT Is Awarded Fulltime

HORIZONTAL increases in power for stations on the 940 kc. channel, three of which procure 5,000 watts fulltime and the fourth 1,000 watts fulltime in lieu of a 500-watt daytime assignment, were approved June 25 by the FCC along with six other 5,000-watt authorizations. Cooperative development of directive antenna systems which will enable each station to increase substantially its coverage pattern, particularly at night, while at the same time avoiding interference, made the horizontal boost possible.

Stations benefitting from the 940 boosts are WAVE, Louisville; WDAY, Fargo, N. D., and WCSH, Portland, Me., all of which are authorized to go to 5,000 watts fulltime. WAAT, Jersey City, now operating with 500 watts daytime on 940, was given an increase in power to 1,000 watts with fulltime. All of the stations are represented by Paul M. Segal, Washington attorney.

In a press release June 25 the FCC said that through the medium of the Commission, the stations "worked out a directional antenna that will enable them to cover more territory yet, at the same time, not 'collide' with one another's transmissions."

Other Boosts

At its meeting June 25, the FCC also granted six other stations increases in power to 5,000 watts unlimited time. Those accorded construction permits were WHK, Cleveland, on 1390 kc., with directional antenna; KLRA, Little Rock, on the same frequency and under similar construction; WFBM, Indianapolis, on 1230 kc. with a directional antenna; KGBX, Springfield, Mo., on 1230 kc. with a directional antenna; KABR, Aberdeen, S. D., on 1390 kc., with a directional antenna, and WNEL, San Juan, P. R., on 1290 kc. with antenna changes.

At its meeting June 18, the FCC granted KFH, Wichita, an increase in power from 1,000 to 5,000 watts, on 1300 kc. using a directional antenna. WNLC, New London, Conn., and KDB, Santa Barbara, Cal., were granted increases in night power from 100 to 250 watts on 1500 kc.

IN JUST THREE days, Lieut. James E. Cox, formerly of WKY, Oklahoma City, organized a Recruiting Day Parade in Miami and started a radio recruiting drive that brought high praise from Army authorities. Here Capt. James R. Williams, Miami recruiting officer, describes plans to Southeastern Florida radio executives. Left to right are R. D. Tigert, manager, WFTL, Fort Lauderdale; Capt. Williams; Charles Green, program director, WIOD, Miami; John McCloy, manager, WKAT, Miami Beach; Norman MacKay, manager, WQAM, Miami; Recruiting Sergeant Ozzie Wilson; Lieut. Cox, who brought the operators together.

RECRUITING DRIVE A SUCCESS

Southern Florida Stations Quickly Beat Quota

As Campaign Gets Professional Touch

GETTING squarely behind the U. S. Army recruiting drive, Southern Florida radio stations received official plaudits for bringing about the phenomenal success of the campaign for Army recruits in that area. Through unstinting cooperation by five Southern Florida stations, the Miami recruiting station by mid-June had exceeded its quota and was working on an open-quota basis, establishing an example that drew nationwide attention in Army circles and putting the Miami station in front of all other stations in the Fourth Corps Area.

Much of the credit for the successful Miami drive was given to Lieut. James E. Cox, a reserve officer and formerly publicity director of WKY, Oklahoma City, by Capt. James R. Williams, recruiting officer for Southeastern Florida. Lieut. Cox, vacationing in Florida, volunteered his services to Capt. Williams on June 11. Within a three-day period he contacted all station operators in the Miami area and secured virtually carte blanche cooperation, revised and livened up the hackneyed spot announcements supplied by the War Department, and organized a "Recruiting Day Parade" which was held June 14 in conjunction with Flag Day.

Advised that stations would appreciate tips for special events pickups, Capt. Williams and Lieut. Cox arranged several features. WIOD sent its mobile unit to the Union Depot to interview a group of departing recruits. WQAM turned its studios into a recruiting office for one night and broadcast an actual enlistment procedure, ending with applicants taking the oath of enlistment. WFTL, Fort Lauderdale, also carried the program, along with a similar one of its own three days later. WJNO, West Palm Beach, also duplicated the feature. WKAT, Miami Beach, carried a series of interviews with ex-soldiers who were re-enlisting.

The June quota of 28 was filled by the evening of June 14 and 42 other enlistments were taken and held until the following day, when an unlimited quota for the Miami station was announced by the Corps Area commander. At a conference held June 17 officials of the five stations pledged full support and cooperation in the continuing drive and agreed to allow rebroadcasts of each other's programs. Attending the meeting, believed the first of its kind, were Martin Wales and Charles Green, of WIOD; John McCloy and Al Hanlon, WKAT; Norman MacKay, WQAM; R. D. Tigert and Bill Johns, WFTL, and Reginald Martin, WJNO.

Spots Refurbished

On June 1 Capt. Williams was given a quota of 28 recruits by June 30. Instructions sent by the commander of the Fourth Corps Area advocated calls to station managers and cooperation with them, and mimeographed spot announcements prepared by the War Department also were enclosed. Station managers proved anxious to do anything they could to aid the drive, virtually letting him write his own ticket as to time and material.

In addition to the spot announcement campaign, which started immediately, Capt. Williams himself started a series of talks on WQAM and WIOD in Miami. Results were fair, but not up to what was expected, and the recruiting officer was so occupied with sundry duties and public appearances that the radio angle was being only partially developed. At this point Lieut. Cox volunteered, and after analyzing the spot announcements and speeches advised that the old "Earn While You Learn" approach be discarded and a more realistic "face the facts" theme be adopted. This was done.

UNCLE SAM'S armed forces threw up a sandbag barricade in front of the KYW Bldg., Philadelphia, as part of the defense recruiting program. Here Bill Lang, KYW announcer, interviews enlisted men and recruits in a daily five-minuter, with a p. a. system carrying the program nearby.

WARM, SCRANTON, IN JUNE 15 DEBUT

HAVING as its slogan "It's WARM in the Heart of the Anthracite," the new WARM, Scranton, Pa., authorized for construction last January by the FCC, began operating June 15 under the management of Lou Poller, former merchant of Jessup, Pa., who owns the station with Martin F. Memolo, attorney. The station, RCA equipped, operates with 250 watts on 1370 kc., and was erected under the supervision of Frank Marx, chief engineer of WMCA, New York, and Dr. Frank Kear, of the Washington Institute of Technology.

The staff includes Charles R. Capps, formerly of WMCA, program director; Lawrence Menkin, formerly with WLW and WXYZ, production and continuity chief; Hal Barton, formerly of WIP and WTNJ, announcer; Alan Taulbee, formerly of NBC and WDBO, announcer; John L. Sullivan, formerly with NBC, WTAG and WORC, announcer; Robert Shepard, formerly with WHN, WEVD, WCNW and Muzak, announcer; Richard Dunham, formerly of WCNW and Muzak, announcer; Ferdinand Liva, formerly concert master of the Scranton Philharmonic Orchestra, musical director; Maynard Fischer, of Harrisburg, staff organist.

On the sales staff are Al Charles, formerly with United Lacquer Corp. and Fabro Chemical Co.; Joseph Field, formerly with Radio Transcription Co. of America, Langlois & Wentworth and WBTH, Williamson, W. Va.; Emanuel Gelb and Joseph Dobbs. Chief engineer is Adolph Oschmann, until recently chief engineer of WQAN, Scranton, and his staff includes Earl Gress, formerly of WBAX; S. Thomas Percival, formerly of WPG and WCAU; Ross Parker, formerly of WGBI; Francis McKernon, formerly of WGBI, and John Quinn, recent Notre Dame graduate. UP news and NBC Thesaurus library are used.

Certo Spots

GENERAL FOODS Corp., New York, throughout the month of June is conducting a campaign of thrice-daily spot announcements for Certo, bottled fruit pectin, on New York State stations. The campaign ties in with the strawberry season by promoting Certo as an aid in making strawberry jelly. Stations are WIBX, Utica; WSYR, Syracuse; WHEC, Rochester; WGR, Buffalo, WNBF, Binghamton, and WENY, Elmira. Agency is Benton & Bowles, New York.

MBS on June 23 started *American Radio Warblers* as a summer sustaining feature, Sundays at 2 p. m. The program has been sponsored every winter by American Bird Products, Chicago. This fall the company resumes sponsorship of the program Oct. 13 on 11 MBS stations.

The Wrigley Building Grill, and Restaurant, 410 North Michigan, are among the most popular eating places in Chicago for advertising executives.

"What's that? WSM received 40,870 letters from 30 states as the result of seven announcements, made in the afternoon. What were they offering . . . hundred dollar bills?"

"Hardly. One table-model radio, and a picture for each letter was the whole offer. This is just another proof that WSM has coverage, and what's more they have listeners too. Remember, WSM doesn't cost . . . it pays."

HARRY L. STONE, Gen'l. Mgr. WSM NASHVILLE, TENN.

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

Survey's Sample Upheld by Check

Calls Doubled in Confirming Adequacy of Interviews

NINE O'CLOCK was the peak listening hour and *Kate Smith Hour* the favorite program of radio listeners in the New York metropolitan area during the evenings of April 12 and May 10, according to a survey made for WOR, Newark, by C. E. Hooper Inc. Purpose of the study, which covered the second Friday evening of each month, from 6 to 10:30, was to check the adequacy of the sample normally used by the Hooper organization in its WOR studies.

Normally 10 interviewers are used: One in Westchester, two in northern New Jersey, three in Queens and four in Brooklyn, the combination averaging about 150 calls per quarter-hour period per evening, or 300 for the two evenings included in each report. To satisfy themselves and their advertisers that this sample gave a true picture of audience distribution among the major New York stations, WOR's statisticians asked the research organization to use 10 additional interviewers on the two evenings, checking the results obtained by the regular group against the combined reports.

Similar Results

Averaging the sets in use over the entire 6-10:30 period showed the regular interviewers found 34% of all sets were in use, while the combined regular and additional interviewers found 33.2%. Of these, the original interviewers found an average of 21.3% tuned to WOR; the enlarged sample showed 21% tuned to WOR. These results, showing no substantial difference when the sample was doubled, indicates that the original sample is large enough to give a true picture, says WOR, quoting the statistical rule that "a sample is said to be sufficient when by adding to it you do not change the results materially."

Method used, that of coincidental telephone calls, was the same on both evenings, with calls placed through the same exchanges and covering the same time periods of each evening, the second Friday in each month.

While the *Kate Smith Hour* led the field, with an average of 49.9% of the total listening audience from 8 to 9, and such well established programs as the *Lone Ranger* (33.0% of all listeners) and *Amos and Andy* (30.7%) were among the most popular programs, the outstanding classification of program is shown to be the news and news commentary type. Raymond Gram Swing, at 10 p.m., garnered 46% of the listening audience. Lowell Thomas, at 6:45, was tuned in by 42% of all sets in use, while another 17.8% at the same time were listening to reports from Europe on the *World Today* roundup. Edwin C. Hill, at 6, had an audience of 38.4% of sets in use; Transradio news, at 6:30, had 34.8%; Gabriel Heatter, at 9, had 33.8%.

ARTHUR R. BURROWS, since 1925 secretary-general of the International Broadcasting Union at Geneva, Switzerland, has left that post to become temporary director of the British Broadcasting Corp. at Newcastle. The vacancy is to be filled by a Swiss.

39 New Stations Authorized by the FCC

During First Six Months of 1940

* Asterisk indicates station reported on the air.
† Dagger indicates call letters not yet issued.

ALABAMA

*WJHO, Opelika—Licensed to Opelika-Auburn Broadcasting Co.; partnership of Thomas D. Samford Jr., attorney; Yetta G. Samford, insurance man; J. H. Orr, auto dealer; C. S. Shealy, cotton broker. Granted Jan. 10; 100 watts night and 250 day on 1370 kc.

ARIZONA

KPHO, Phoenix—CP issued to M. C. Reese, president, Mutual Benefit Society of Phoenix. Granted Jan. 25; 100 watts night and 250 day on 1200 kc.

CALIFORNIA

KMYC, Marysville—CP issued to Marysville-Yuba City Broadcasters, Inc.; Horace E. Thomas, publisher of *Marysville & Yuba City Appeal-Democrat*, president, 50% stockholder; Hugh McClung, president of the *Merced Sun-Star*, treasurer, 49.5%; Peter McClung, secretary of the *Merced Sun-Star*, vice-president, .5%. Granted Jan. 18; 100 watts on 1420 kc.

DISTRICT OF COLUMBIA

WINX, Washington—CP issued to Lawrence J. Heller, attorney. Granted Feb. 13; 250 watts on 1310 kc.

FLORIDA

WLOF, Orlando—CP issued to Hazelwood Inc.; George B. Hills, civil engineer, secretary-treasurer, 69 shares; George A. Hazelwood, Jacksonville, president, 21 shares; Wm. Joe Sears, Jacksonville, vice-president, 10 shares. Granted Feb. 20; 250 watts on 1200 kc.

GEORGIA

†NEW, Albany—CP issued to Herald Publishing Co., publisher of the *Albany Herald*; H. T. McIntosh, president. Granted June 25; 1,000 watts daytime on 1230 kc.

WGGA, Gainesville—CP issued to Gainesville Broadcasters; partnership of Henry Estes, department store owner; Austin Dean, owner of the *Gainesville Eagle* weekly; L. H. Christian, hardware merchant. Granted May 28; 250 watts on 1210 kc.

WBML, Macon—CP issued to Middle Georgia Bcstg. Co.; E. D. Black, cotton oil manufacturer, president, 50 shares; E. M. Lowe, electrical contractor, vice-president, 50 shares; E. G. McKenzie, cotton oil manufacturer, secretary-treasurer, 50 shares; Mrs. Martha Faulk Lowe, 50 shares. Granted May 21; 250 watts on 1420 kc.

WGOV, Valdosta—CP issued to E. D. Rivers, Governor of Georgia. Granted Feb. 7; 100 watts night and 250 day on 1420 kc.

WDAK, West Point—CP issued to Valley Bcstg. Co.; partnership of L. J. Duncan, Leila A. Duncan, Effie H. Allen, Josephine A. Keith and Aubrey Gay, theatre chain owners. Granted May 16; 250 watts on 1310 kc.

MARYLAND

WBOC, Salisbury—CP issued to the Peninsula Broadcasting Co.; 3,150 shares of stock owned by 29 persons, including John W. Downey, State bank commissioner, president, 350 shares; William F. Allen, banker and nurseryman, vice-president, 250 shares; John T. Holt, local oil company manager, treasurer, 150 shares; Albert W. Ward, attorney and secretary of State tax commissioner, secretary, 100 shares. Granted April 13; 250 watts on 1500 kc.

MICHIGAN

WLAV, Grand Rapids—CP issued to Leonard A. Versluis, commercial photographer and former part owner of WJIM, Lansing. Granted May 28; 250 watts on 1310 kc.

WGRB, Grand Rapids—CP issued to Grand Rapids Bcstg. Corp.; Boyce K. Muir, drug store chain owner, president, 25% stockholder; Harrison L. Goodspeed, amusement and real estate investments, treasurer, 25%; Albert L. Birdsall, stockholder and plant manager of local brass company, 25%; Siegel W. Judd, lawyer, secretary, 25%. Each of the above having agreed to assign 20% of their respective holdings to Angus D. Pfaff, radio engineer, vice-president. Granted June 4; 250 watts on 1200 kc.

MINNESOTA

*WLOL, Minneapolis—Licensed to Independent Merchants Broadcasting Co.; J. P. Devaney, attorney, president, 66.4% stockholder; W. A. Steffes, theatre owner, treasurer, 31.2%; Thomas O. Kachelmacher, attorney, vice-president, 2%; L. B. Schwartz, attorney, secretary, .4%. Granted Jan. 18; 1,000 watts on 1300 kc.

KWLM, Willmar—CP issued to Lakeland Bcstg. Co.; H. W. Linder, investments, president, 76% stockholder; M. R. Johnson, dairy business, vice-president, 10%; L. F. Johnson, dairy business, treasurer, 10%; V. W. Lindquist, lawyer, secretary, 4%. Granted May 8; 100 watts on 1310 kc.

MISSISSIPPI

WCBI, Columbus—CP issued to Birney Imes, publisher of the *Columbus Commercial Dispatch*. Granted May 21; 250 watts on 1370 kc.

NEBRASKA

†NEW, Omaha—CP issued to MSB Bcstg. Co.; C. J. Malmsten, cattle rancher, president, 33 1/3% stockholder; John K. Morrison, insurance man and realtor, part owner of KORN, Fremont, vice-president, 28 1/3%; Arthur Baldwin, insurance and real estate man, part owner of KORN, secretary-treasurer, 28 1/3%; Clark Standiford, chief owner and manager of KORN, 5%; Clarence T. Spier, Omaha, 5%. Granted June 25; 250 watts on 1500 kc.

NEVADA

KENO, Las Vegas—CP issued to Nevada Bcstg. Co.; partnership of George Penn Foster, Maxwell Kelch and Calvert Charles Applegate, all radio engineers and announcers. Granted June 5; 100 watts night and 250 day on 1370 kc.

KFUN, Las Vegas—CP issued to Las Vegas Bcstg. Co., Inc.; Ernest N. Thwaites, production manager of KVSF, Santa Fe, N. M., vice-president and assistant treasurer, 100% stockholder. Granted June 5; 100 watts night and 250 day on 1420 kc.

NEW JERSEY

WFPG, Atlantic City—CP issued to Neptune Bcstg. Corp.; A. Harry Zoog, president, 10 shares; Richard Endicott, manager of Steel Pier, vice-president, 10 shares; Adrian Phillips, hotel owner, vice-president, 10 shares; P. Mortimer Lewis, theatre operator and realtor, vice-president, 10 shares; Ezra Bell, hotel owner, vice-president, 10 shares; Samuel Morris, lawyer, treasurer, 10 shares; Benjamin Chew, radio engineer, secretary, 10 shares; and 13 others, each holding 10 shares. Granted May 24, 1940; 100 watts night and 250 day on 1420 kc.

NORTH CAROLINA

WCBT, Roanoke Rapids—CP issued to J. Winfield Crew Jr., local banker and attorney. Granted Feb. 27; 250 watts on 1200 kc.

OHIO

WAKR, Akron—CP issued to Summit Radio Corp.; 50% of stock owned by Viola G. Berk, wife of S. Bernard Berk, attorney and electrical shop owner, secretary-treasurer; 10% by S. Bernard Berk, president. Granted Jan. 10; 1,000 watts on 1530 kc.

†NEW, Springfield—CP issued to Radio Voice of Springfield Inc.; Charles Sawyer, Cincinnati attorney, director, 130 out of 250 shares; Ronald Woodyard, manager of WING, Dayton, director, 70 shares; Abe Gardner, merchant, president, 10 shares; John Good, florist, vice-president, 25 shares; Rudolph Klemperer, merchant, treasurer, 3 shares; Percy Rosenfield, merchant, 5 shares; David Kraus, merchant, 5 shares; Ann Buchfirer, 2 shares. Granted June 18; 100 watts on 1310 kc.

WSTV, Steubenville—CP issued to Valley Bcstg. Co.; Myer Weisenthal, furniture dealer, president, 5% stockholder; Louis Berkman, iron and steel broker, vice-president, 5%; Richard Teitlebaum, ladies wear, secretary-treasurer, 5%. Company has 48 stockholders, mostly local residents, none having as much as 10% of stock. Granted May 28; 250 watts on 1310 kc.

OREGON

KODL, The Dalles—CP issued to Western Radio Corp.; V. B. Kenworthy, former KSLM, Salem, Ore., salesman, president, 50% stockholder; Eva O. Hicks, vice-president, 25%; T. M. Hicks, insurance and real estate loans, secretary-treasurer, 25%. Granted June 4; 100 watts night and 250 day on 1200 kc.

PENNSYLVANIA

WCED, Du Bois—CP issued to Tri-County Bcstg. Co.; 50 shares of stock held each by H. T. Grey, publisher of the *Du Bois Courier* and *Express*, president; Jason S. Gray, editor of same newspaper, secretary; W. B. Ross, manager of same newspaper, vice-president; L. F. Mohney, general manager of same newspaper, treasurer, 50 shares. Granted May 15; 250 watts on 1200 kc.

WERC, Erie—CP issued to Presque Isle Broadcasting Co.; Jacob A. Young, tailor, president, 40% stockholder; Wm. P. Sengel, printer, secretary, 25%; Gerard P. O'Connor, attorney, director, 25%; B. Walker Sennett, attorney, treasurer, 5%; Joseph V. Agresti, attorney, director, 5%. Granted March 13; 100 watts night and 250 day on 1500 kc.

†NEW, New Kensington—CP issued to Allegheny-Kiski Bcstg. Co.; C. Russell Cooper, president, 14.3% stockholder; Dick M. Reeser, mayor of New Kensington and real estate and insurance man, vice-president, 14.3%; H. Donald Hanky, treasurer, 14.3%; Frank H. Recco, city engineer, secretary, 14.3%; W. H. Cooper, 14.3%; Dan J. Zeloyle, 14.3%; J. C. Cooper, local music store owner, 14.2%. Granted June 25; 250 watts daytime on 1120 kc.

*WARM, Scranton—Licensed to Union Broadcasting Co.; Martin F. Memlo, farm manager, president, 49.6% stockholder; Lou Poller, retail dry goods merchant, treasurer, 49.6%; James S. Scandale, .8%. Granted Jan. 25; 250 watts on 1370 kc.

RHODE ISLAND

†NEW, Pawtucket—CP issued to the Pawtucket Bcstg. Co.; Howard W. Thornley, chief engineer of WPRO, Providence, president, 50% stockholder; Frank F. Crook, auto dealer, treasurer, 50%. Granted June 26; 1,000 watts on 1390 kc.

SOUTH CAROLINA

†NEW, Greenville—CP issued to Textile Bcstg. Co.; Robert A. Jolley, head of Nehi Bottling Co. of Greenville, president-treasurer, 51% stockholder; Wayne M. Nelson, manager and chief owner of WMFR, High Point, N. C., vice-president-secretary, 49%. Granted June 25; 250 watts on 1500 kc.

TENNESSEE

WKPT, Kingsport—CP issued to Kingsport Broadcasting Co.; partnership of C. P. Edwards, Jr., publisher of *Kingsport Times*, and Howard Long, postmaster. Granted Feb. 13; 250 watts on 1370 kc.

VIRGINIA

WMVA, Martinsville—CP issued to Martinsville Broadcasting Co.; partnership of Jonas Weiland, owner of WFTC, Kinston, N. C., and William C. Barnes, publisher of the *Martinsville Bulletin*. Granted April 15; 100 watts night and 250 day on 1420 kc.

WEST VIRGINIA

*WLOG, Logan—Licensed to Clarence H. Frey and Robert O. Greever; partnership of Clarence H. Frey, publisher of the *Logan Banner*, and Robert O. Greever, mine payroll clerk. Granted Jan. 25; 100 watts daytime on 1200 kc.

WAJR, Morgantown—CP issued to West Virginia Radio Corp.; Agnes J. Reeves Greer, secretary-treasurer, 60%; H. C. Greer, steel, limestone and coke business and publisher of the *Morgantown Dominion-News* and *Post*, president, 20%; Jane Greer, vice-president, 20%. Granted June 4; 250 watts on 1200 kc.

WBRW, Welch—CP issued to McDowell Service Company; J. W. Blakely, insurance man and theatre owner, president, 60 shares; L. E. Rogers, theatre owner, vice-president, 40 shares; J. R. Werness, insurance man, secretary-treasurer, 40 shares; W. H. Rogers, theatre owner, 10 shares. Granted May 15; 250 watts on 1310 kc.

WISCONSIN

WFHR, Wisconsin Rapids—CP issued to Wm. F. Huffman, publisher of *Wisconsin Rapids Tribune*. Granted May 8; 100 watts night and 250 day on 1310 kc.

WYOMING

KYAN, Cheyenne—CP issued to Western Bcstg. Co. of Wyoming; J. Cecil Bott, Wyoming Monument Works, 25%; Mrs. Bott, 25%; Mrs. Matilda Lannen, 50%. Granted June 18; 250 watts on 1370 kc.

PUERTO RICO

WSSJ, San Juan—CP issued to Puerto Rico Advertising Co., Inc.; Ralph Perez Perry, consulting engineer, secretary, 100 shares; Andres Camara, broadcaster, president, 50 shares; Esperanza Vda. de Defillo, 50 shares. Granted March 12; 250 watts on 1500 kc.

EAVESDROPPING on demonstration long distance phone calls in the Telephone Bldg. at the New York World's Fair are (left) June Hynd, of the NBC women's department, and Miss Margaret Cuthbert, chief of the NBC's Women's Division. Miss Hynd was touring the grounds preparatory to starting a series from the Fair.

What's he thinking when

ALICE MARBLE

smashes for set point?

He's thinking of powerful backhands, of lithe forms, of poised power. He's thinking of a shot that skims the baseline. He's thinking of soft lobs, smashing serves. He's thinking tennis.

And what's he thinking when he reads BROADCASTING? He's thinking Radio.

Small wonder everyone thinks Radio when he reads BROADCASTING. It's 100% Radio all the time . . . nothing but Radio. It blankets your prospects. It's the fast, sure, economical way to sell your story. BROADCASTING will work for you!

They're Radio-Minded when they read **BROADCASTING**

BROADCASTING
BLANKETS
TIMEBUYERS!

Full Text of New Single Station Contract Offered by ASCAP

AGREEMENT made between the American Society of Composers, Authors & Publishers (hereinafter referred to as "Society") and . . . (hereinafter referred to as "Licensee") as follows:

1. Society grants to Licensee and Licensee accepts for a period of five years from . . . a license to publicly perform by non-visual broadcasting from Radio Station . . . located at . . . (hereinafter referred to as "Licensee's Station"), non-dramatic renditions of the separate musical compositions heretofore or hereafter during the term hereof copyrighted or composed by members of Society, or of which Society shall have the right to license such performing rights.

2. The within license does not extend to or include the public performance by broadcasting or otherwise of any rendition or performance of any opera, operetta, musical comedy, play or like production, as such, in whole or in part.

3. Nothing herein contained shall be construed as authorizing Licensee to grant to others any right to reproduce or perform publicly for profit by any means, method or process whatsoever, any of the musical compositions coming within the purview of the within license performed pursuant hereto or as authorizing any receiver of any such broadcast rendition to publicly perform or reproduce the same for profit by any means, method or process whatsoever.

4. The within license is limited to the separate musical compositions heretofore or hereafter during the term hereof copyrighted or composed by members of Society or of which Society shall have the right to license the performing rights hereinbefore granted in programs rendered at or from Licensee's Station, or at or from any hotel, cabaret, night club, dance hall or similar place of entertainment, duly licensed by Society to perform such works (unless the performance originates at a place or from a source which Society does not customarily license), from which place rendition of such works is transmitted directly to such radio station for the purpose of being broadcast therefrom.

Licensee shall be guilty of a breach under this article "4" only in case it continues to broadcast a program rendered at such places other than said station, after Licensee shall have received notice from Society that such places are not licensed by Society to perform.

5. (a) The license herein granted by Society to Licensee shall apply solely to broadcast performances which originate at a place or source described in Paragraph "4" hereof and which performances are broadcast only by Licensee's station and by no other station.

(b) No license is hereby granted to perform by means of broadcasting, any programs originating in any other broadcasting station or in any studio other than the one maintained by Licensee at . . . which Licensee represents is wholly owned, operated, controlled and supervised by it.

(c) Notwithstanding the foregoing, Licensee shall have the right to broadcast through its station, programs containing musical compositions in the repertory of Society, as part of a chain hook-up (i.e., the simultaneous broadcast of a program over two or more stations), provided such chain hook-up shall have been duly licensed under Society's Chain Broadcast License.

Should Licensee's Station broadcast any program containing any musical compositions in the repertory of Society, originating in any other broadcasting station or studio, not in accordance with the provisions of the preceding paragraph, Licensee agrees to pay Society and Society agrees to accept in lieu of any damages a sum equal to 10% of the highest card rate (as published by the station or by any party in any way representing or dealing on behalf of the station or by the chain broadcaster) for the period consumed by the entire program of which the composition is a part, Licensee to be given credit against such 10% for any amounts allocated and paid to Society for the use of Licensee's broadcasting facilities for such program under Article "8" hereof.

(d) No license is hereby granted to Licensee to broadcast or permit the broadcasting of programs originating in Licensee's Station over or through or by any other broadcasting station.

Should Licensee desire to have programs originating in Licensee's Station broadcast over or through or by any other broadcasting station, Society and Licensee agree to execute a separate and independent license agreement therefor, such license agreement to be the regular Chain Broadcast License of Society.

6. Licensee agrees upon request to furnish to Society during the term of the within license a list of all musical compositions (or, at the option of Licensee, a list of all musical compositions heretofore or hereafter during the term hereof copyrighted or composed by members of Society or of which Society shall have the right to license the performing rights hereinbefore granted) broadcast from or through Licensee's Station, showing the title of each composition and the composer and author thereof; provided that Licensee shall not be obligated under this article "6" to furnish such a list covering a period or periods in the aggregate during any one calendar year in excess of three (3) months. The lists so furnished by Licensee to Society shall be strictly confidential and Society covenants that it will make no disclosure thereof or of the contents thereof.

7. Society reserves the right, at any time, and from time to time, to withdraw from its repertory and the operation of this license, any musical composition or compositions, provided, however, that if more than one thousand (1,000) compositions contained in Society's repertory heretofore or hereafter during the term hereof copyrighted or composed by members of Society, shall be withdrawn or placed on the restricted list at any given time, Licensee may terminate this license by giving immediate written notice to Society of its election so to do, which notice shall become effective sixty (60) days after receipt thereof, unless at any time during such sixty-day period Society shall reduce the number of compositions on the restricted list to one thousand (1,000) or less, in which event the notice shall become inoperative and this agreement shall continue with the same full force and effect as if such notice had not been given. The right of termination under the conditions heretofore mentioned in this paragraph shall be the sole and exclusive remedy of Licensee.

In the event of any such termination of this license, Society shall refund to Licensee pro rata license fees, if any, paid for a period beyond the effective date of such termination.

Musical compositions contained in Society's repertory but not heretofore or hereafter during the term hereof copyrighted or composed by members of Society, are embraced within this license to the extent only that Society may have the right, from time to time, to license the performing rights hereinabove granted and the withdrawal of any of such musical compositions from Society's repertory and from the operation of this license, shall not affect this license or the compensation payable hereunder.

8. In consideration of the license herein granted, Licensee agrees to pay to Society the sums specified in Subdivision . . . of Schedule "A" hereto attached and made part hereof and to make the accountings therein specified, all at the times and in the manner therein set forth, and all the definitions, provisions and agreements contained in Subdivision "V" of said Schedule "A" shall apply and be binding upon the parties hereto.

In case there shall be any reclassification, from time to time, of Licensee, as provided in and in accordance with the provisions of Subdivision "IV" of said "Schedule "A", then in any and all such cases, Licensee agrees to pay to Society for the period as fixed in such Subdivision "IV" the sums therein specified in lieu and in place of those provided in the preceding paragraph of this article, and Licensee shall make accountings all as hereinabove provided, based upon such reclassification.

9. Society shall have the right, by its duly authorized representative, at any time during customary business hours, to examine the books and records of account of Licensee only to such extent as may be necessary to verify any such monthly statement of accounting as may be rendered pursuant hereto. Society shall consider all data and information coming to its attention as a result of any such examination of books and records as completely and entirely confidential.

10. Upon any breach or default of any terms herein contained, Society may give Licensee thirty (30) days' notice in writing to cure such breach or default, and in the event that such breach or default has not been cured within said thirty (30) days, Society may then forthwith terminate said license.

11. In case the State or any subdivision thereof, in which Licensee's Station is located should enact any laws which, in the opinion of Society, impede or prevent the full performance of this agreement in such State, or impose discriminatory or confiscatory taxes upon Society, Society reserves the right to terminate this agreement.

12. Society agrees to indemnify, save and hold Licensee harmless, and defend Licensee from and against any claim, demand or suit that may be made or brought against Licensee with respect to renditions given during the term hereof in accordance with this license of musical compositions contained in Society's repertory heretofore or hereafter during the term hereof copyrighted or composed by members of Society.

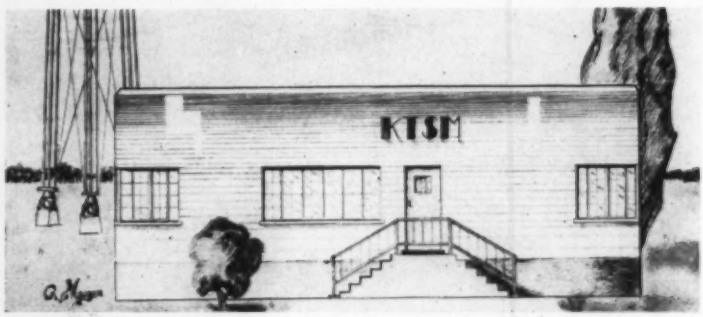
In the event of the service upon Licensee of any notice, process, paper or pleading, under which a claim, demand or action is made or begun against Licensee on account of any such matter as is hereinabove referred to, Licensee shall forthwith give Society written notice thereof and simultaneously therewith deliver to Society any such notice, process, paper or pleading, or a copy thereof, and Society shall have the sole and complete charge of the defense of any action or proceeding in which any such notice, process, paper or pleading is served. Licensee, however, shall have the right to engage counsel of its own, at its own expense, who may participate in the defense of any such action or proceeding and with whom counsel for Society shall cooperate. Licensee shall cooperate with Society in every way in the defense of any such action or proceeding, and in any appeals that may be taken from any judgments or orders entered therein, and shall execute all pleadings, bonds or other instruments but at the sole expense of Society, that may be required in order properly to defend and resist any such action or proceeding, and properly to prosecute any appeals taken therein.

In the event of the service upon Licensee of any notice, process, paper or pleading under which a claim, demand or action is made, or begun against Licensee on account of the rendition of any musical composition contained in Society's repertory but not heretofore or hereafter during the term hereof copyrighted or composed by members of Society, Society agrees at the request of Licensee to cooperate with and assist Licensee in the defense of any such action or proceeding, and in any appeals that may be taken from any judgments or orders entered therein.

13. All notices required or permitted to be given by either of the parties to the other hereunder shall be duly and properly given if mailed to such other party by registered United States mail addressed to such other party at its main office for the transaction of business.

14. This agreement shall enure to the benefit of and shall be binding upon the parties hereto and their respective successors and assigns.

In witness whereof, this agreement has been duly signed by Society and Licensee and their respective seals hereto attached, this . . . day of . . . , 194 .



GRADUATING from local to regional, KTSM, El Paso, on or about Aug. 15 will begin operating from its new plant, shown here. According to Karl O. Wyler, general manager of the NBC outlet, the station is installing a new 1,000-watt RCA transmitter to be housed in this new building, and a 310-foot Truscon vertical radiator, at a cost of about $25,000. The station shifts from 1310 kc. 250 watts to 1350 kc. 500 watts fulltime.

SCHEDULE A

SUBDIVISION I.

GROUP "1" STATION—The Group "1" Station shall pay a sustaining fee of Twelve ($12.00) Dollars per year during the term hereof, plus a sum equal to three (3%) percent of the gross amount paid for the use of its broadcasting facilities, during the term hereof, subject to no deduction of any character other than those hereinafter specifically permitted under Subdivision "V".

SUBDIVISION II.

GROUP "2" STATION—Licensee's station shall be regarded as a group "2" station. Licensee shall pay a sustaining fee of . . . ($ . . .) dollars per year during the term hereof, plus a sum equal to four (4%) percent of the gross amount paid for the use of its broadcasting facilities, during the term hereof, subject to no deduction of any character other than those hereinafter specifically permitted under Subdivision "V".

When the total amount paid by Licensee to Society (exclusive of the sustaining fee) shall be . . . ($ . . .) dollars in any year of the term hereof, no further payments shall be made by Licensee to Society in such year on the next . . . ($ . . .) dollars of payments for use of Licensee's broadcasting facilities. The said sum of four (4%) percent, however, shall be paid by Licensee to Society in such year on all sums over and above . . . ($ . . .).

SUBDIVISION III.

GROUP "3" STATION—Licensee's station shall be regarded as a group "3" station. Licensee shall pay a sustaining fee of . . . ($ . . .) dollars per year during the term hereof, plus a sum equal to five (5%) percent of the gross amount paid for the use of its broadcasting facilities, during the term hereof, subject to no deduction of any character other than those hereinafter specifically permitted under Subdivision "V".

When the total amount paid by Licensee to Society (exclusive of the sustaining fee) shall be . . . ($ . . .) dollars in any year of the term hereof, no further payments shall be made by Licensee to Society in such year on the next . . . ($ . . .) dollars of payments for use of Licensee's broadcasting facilities. The said sum of five (5%) percent, however, shall be paid by Licensee to Society in such year on all sums over and above . . . ($ . . .) dollars.

SUBDIVISION IV.

SECTION A.

For all purposes of this subdivision, the following shall apply:

A Group "1" Station shall be deemed to be a station to which the gross amount paid for the use of its broadcasting facilities in a year shall amount to $50,000 or less.

A Group "2" Station shall be deemed to be a station to which the gross amount paid for the use of its broadcasting facilities in a year shall amount to more than $50,000 but shall not exceed $150,000.

A Group "3" Station shall be deemed to be a station to which the gross amount paid for the use of its broadcasting facilities in a year shall amount to more than $150,000.

There shall also be included in the "gross amount" mentioned in each of the above named groups all sums paid for the use of Licensee's station facilities in re-broadcasting programs originating in other stations.

In case in any year during the term hereof, the gross amount paid for the use of its broadcasting facilities shall in accordance with the foregoing definitions, place Licensee in a Group other than that in which Licensee shall be during such current year, then for the ensuing year, Licensee shall be deemed to be automatically re-classified and placed in a Group in accordance with such definitions and shall pay the percentage rate allocable to such Group in accordance with subdivisions "I", "II", or "III" hereof, as the case may be.

The foregoing provision shall apply to each and every year of the term of this agreement.

SECTION B.

Upon any change in the classification of a Licensee as above provided, then the sustaining fee shall be likewise changed for the same period as follows:

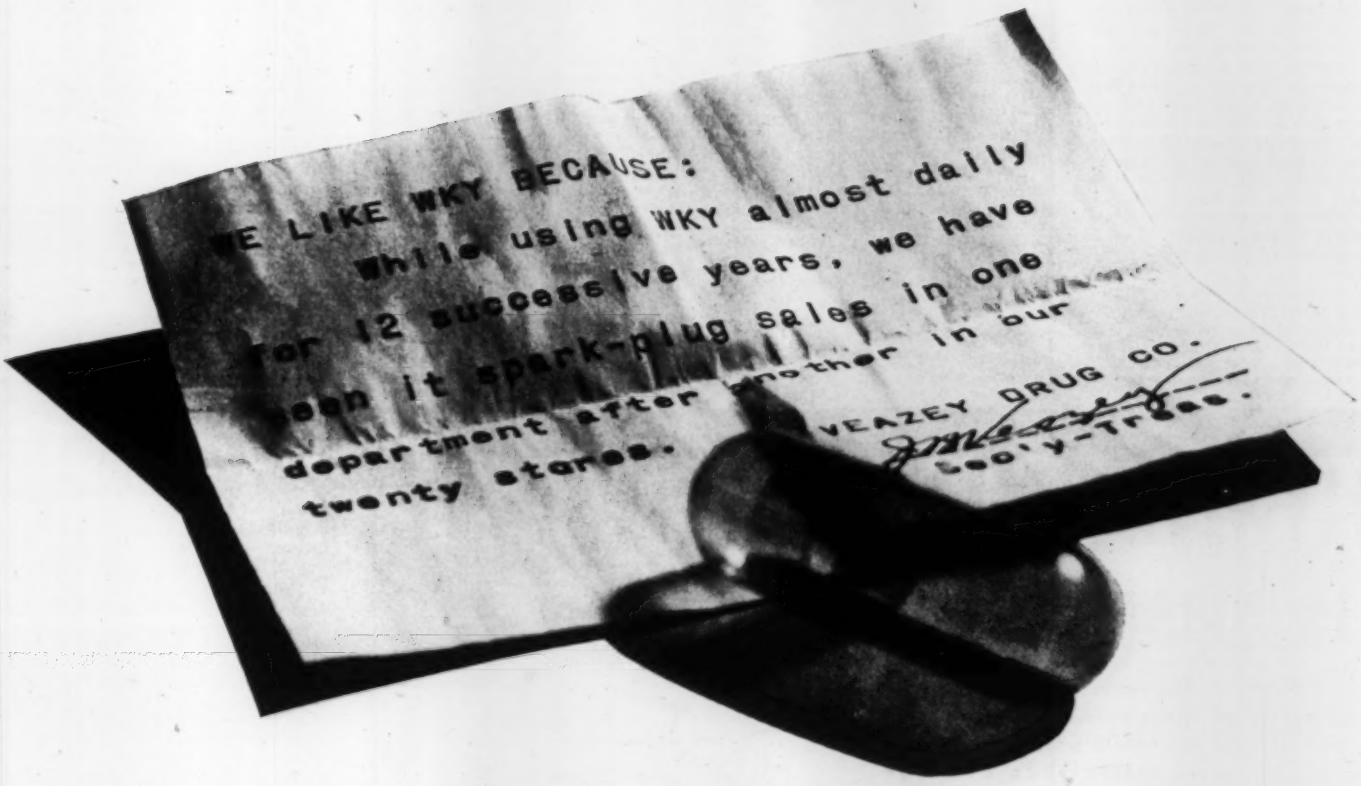
If as a result of such change, Licensee shall be re-classified from Group "2" or Group "3" to Group "1", then Licensee shall pay a sustaining fee of $12.00 per year.

If as a result of such change, Licensee shall be re-classified from Group "1" to Group "2", then Licensee shall pay a sustaining fee of $. . . If such re-classification shall be from Group "3" to Group "2", there shall be a decrease of 25% in the sustaining fee theretofore paid.

If as a result of such change, Licensee

(*Continued on page 37*)

A 25-WORD CAPSULE FROM OKLAHOMA'S BIGGEST DRUG CHAIN


WE LIKE WKY BECAUSE:
While using WKY almost daily
for 12 successive years, we have
seen it spark-plug sales in one
department after another in our
twenty stores.
VEAZEY DRUG CO.

● Oklahoma's biggest local drug chain takes time out from its usual routine of filling prescriptions for Oklahoma City physicians to write one for advertisers. The directions read: "To a good product add a full measure of radio advertising over WKY and take regularly." Veazey Drug Company has tried its own prescription and found it an effective tonic for increasing sales. Veazey's began using WKY twelve years ago when its stores numbered eight. Today twenty modern, busy stores make up the chain serving every section of greater Oklahoma City. And today Veazey's repeats a statement of October, 1930: "We have been highly pleased with results, both from general publicity and direct results. Thanks for the co-operation given us through WKY during the past year."

WKY • OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.

THE DAILY OKLAHOMAN AND TIMES * THE FARMER-STOCKMAN * KVOR, COLORADO SPRINGS * KLZ, DENVER *(Affiliated Mgmt.)*

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Ban on Political Dramas Is Urged by NAB Board

A BAN on dramatization of political broadcasts to prevent recurrences of unhappy incidents in former campaigns was advocated by the NAB board of directors in a motion adopted at its meeting in New York June 22, after a full discussion of the events to be met during the political campaign.

The motion urged that political broadcasts be limited to speeches, interviews and announcements and the broadcasts of any bona fide political meeting. Also discussed was the suggestion that stations refrain from the sale of time on election day. While the board felt this was desirable, it nevertheless took no formal action, leaving that to the judgment of individual station operators.

A FIVE-MINUTE news period has been inserted at 10 p. m. on the *WLS National Barn Dance*. This is the first deviation from music and comedy in the 16-year history of the program.

Guestitorial

WHAT ABOUT SPOTS?

By WALLY RODDA
WBRC, Birmingham

HOW can spots be presented and not be offensive to the listener, do a job for the advertiser and play their part in general in the daily routine of the local station?

Transcription spots have played a large part in the national spot time on local stations in recent years. These have gone to every extreme to be different in their presentation. Some are dramatized, some are either entirely sung or have product theme songs, others offer impersonations, etc.

Any one of these as a one-time shot is excellently produced and gains listener attention with a smile or two and still a product is being plugged. Unfortunately, they are repeated and repeated until the novelty has worn off and they become a source of annoyance to the listener.

On the Wane

One minute has been the set time. Like the gradual passing of the hour shows of old, one-minute spots are on the wane in most localities. There is an opportunity for transcription companies to hold their place in the field by recording shorter spots. Not fancy and novel, but a sincere message, well worded and concisely delivered. The shorter they are, the better listening time can be assigned them by stations, whereas they now must be relegated to times when the preceding program can be cut early or the following program entered late. This usually means that the programs surrounding the spot are unimportant. One-minute jobs can never be scheduled where the network allows only 20 to 30 seconds for a break, yet a lot can be said in those few seconds with a well-written commercial.

Mention of prices should be held to a minimum and the spot presented in as smooth and friendly a manner as possible.

Some accounts still demand the old ballyhoo delivery. If the announcer shouts his message into the home, the chances are the dial will be turned before he gets a second chance. An announcer is in reality a salesman. If a salesman went to the door of a house and as soon as it was opened started shouting his wares in the face of the lady of the house, he would probably have said door slammed in his face.

Another danger lies in length. Don't ask your listeners to endure lengthy dissertations concerning a product. Don't press them beyond the saturation point. Some accounts insist on long spots. If this is true, the salesman who wishes to keep the good-will of that account should explain why words beyond a certain point do more harm than good.

Finally, much of the problem of spots lies in the actual scheduling itself. Many times it seems impossible to avoid scheduling spots in sustaining musicals when enough station-break openings aren't available. Nothing is more annoying to the listener than a musical selection suddenly faded, with the announcer coming in with a plug. Between selections isn't half so offensive as over the music.

REAP YOUR HARVEST
IN INDIANA'S "BRIGHT SPOT"
HERE is the richest, most diversified market in all Hoosierdom—a blending of urban and rural population far more prosperous and responsive than average. Fourteen cities of 10,000 and over are spotted in an agricultural empire of over seven million square miles of cultivated land. It will soon be harvest time in Indiana—your harvest time, too, if you use the facilities of WOWO. Ask for folder now.
Westinghouse Radio Stations, Inc.
WOWO
FORT WAYNE, INDIANA
FREE AND PETERS, INC.
NATIONAL REPRESENTATIVES
10,000 WATTS, 1160 Kc.
NBC BASIC BLUE NETWORK
WOWO AIREA
INDIANA'S MOST POWERFUL RADIO STATION

Hormel Plans Complete

WITH Jack Smalley, Hollywood manager of BBDO supervising, and Wayne Griffin of that agency producing, George A. Hormel & Co., Austin, Minn. (Spam), on July 1 starts for 22 weeks the *Burns & Allen Show*, on 60 NBC-Red stations, Monday, 7:30-8 p.m. (EDST), with West Coast repeat, 6:30-7 p.m. (PST). The program will include Bubbles Kelly, comedienne stooge; a vocalist and Artie Shaw's orchestra. John Medbury, Harvey Helm and Willie Burns, original writers for *Burns & Allen*, have been augmented with the addition of Hal Block and Art Phillips. Dan Lussier is the BBDO staff writer. John Hiestand will announce. New show replaces the five-weekly quarter-hour program, *It Happened in Hollywood*, which George A. Hormel & Co. sponsored on CBS until June 28. *Burns & Allen* were sponsored on CBS by Lehn & Fink Products Co., New York (Hinds Honey & Almond Cream), the contract expiring June 26.

Spots for Bost

BOST TOOTHPASTE Corp., New York, currently is running a test campaign of five transcribed one-minute spot announcements weekly on WFAA, Dallas, and WBAL, Baltimore, for its tooth-whitening dentifrice. More stations may be added if the test proves successful. Erwin, Wasey & Co., New York, handles the account.

Text of New ASCAP Contract

(*Continued from page 34*)

shall be re-classified from Group "1" to Group "3", then Licensee shall pay a sustaining fee of $ . . . If such re-classification shall be from Group "2" to Group "3", there shall be an increase of 33-1/3% in the sustaining fee theretofore paid.

In case of re-classification of Licensee into Group "2" or Group "3", when the gross amount paid to Licensee for the use of its broadcasting facilities (on which Licensee has made the percentage payments to Society) shall equal the sums paid to Licensee during the year immediately preceding such re-classification, no further payments shall be made by Licensee to Society on so much of the next gross sums, the re-classified percentage on which shall equal the sustaining fee required to be paid under such re-classification. However, on all sums in excess thereof the percentage payable by Licensee shall be paid to Society.

SECTION C.

Anything in the foregoing notwithstanding and in addition thereto whether or not there has been any change in classification from one Group to another, if in any year there shall be a material increase or decrease in Licensee's operating power, number of hours per day, coverage, or a material change in the time when the broadcasts take place or in frequency, then Licensee's sustaining fee shall be changed to conform to that of stations in the same classification, that shall generally be comparable to Licensee in operating power, number of hours per day, time when broadcasts take place, location, frequency and coverage, such change to be effective upon the commencement of the next year of the term of this agreement.

SUBDIVISION V.

(a) "Broadcasting", as used in this agreement, does not include transmission by by means of television or any other method of transmitting sound in synchronized relationship or simultaneously with visual images or for the purpose of being received or reproduced in connection with visual images.

(b) "Broadcasting facilities", as used in this agreement, shall include all personnel regularly employed in the operation of the station and all services of any nature whatsoever contracted for and used by the station in the conduct of its business.

"Personnel" shall include, in addition to all persons associated in any manner with the operation of the station, all artists such as dramatic actors, actresses, singers and musicians, whether separate or in group or in orchestra or band form.

"Station" shall include the studio described in Article 5 subdivision (b)

"Services" shall include service of every nature, and without limiting the generality of the foregoing, the same shall include wire service and electrical transcriptions.

The cost of all personnel and services shall not be deductible from the gross amounts paid for the use of the station's broadcasting facilities. The foregoing shall apply whether any such personnel or services are employed or furnished directly by Licensee's Station or where the same are furnished to Licensee's Station by any party, person, firm or corporation directly or indirectly controlled by or a subsidiary of or affiliated with the station or Licensee.

However, if any dramatic actors, actresses, singers and other artists or musicians, whether separate or in group or in orchestra or band form, are furnished by the station to a sponsor (*i.e.*, the advertiser) pursuant to an express written contract therefor, and any such person or group is not regularly employed in the operation of the station but is actually engaged by the station for any such sponsor or for a specific program and is actually paid separately therefor and provision for the charge for furnishing the same has been separately added to and included in the charge made to the sponsor by the station, then and in such event Licensee shall have the right to deduct the actual bona fide direct cost thereof to it from the gross amount paid for the use of its broadcasting facilities provided that in no event shall the amount allocated as the payment for broadcasting facilities be less than the highest rate charged for a similar given period of time over Licensee's Station.

(c) "Gross amount paid for the use of its broadcasting facilities", as used in this agreement, shall include all payments made (whether in money or in any other form) by the sponsor of each program (*i.e.*, the advertiser) for the privilege of using Licensee's broadcasting facilities.

"All gross payments by each such sponsor shall be applicable to the above percentage payment whether such payment shall have been made directly to the station or to any other persons, firms or corporations.

The percentage shall be applicable to the gross amount paid by the sponsor although the party to whom or which such payment has been made shall pay a lesser sum to the station for the use of its broadcasting facilities, and this shall also apply if there shall be more than one intervening party between the sponsor and the station.

The foregoing is subject solely to a deduction for commission hereinafter provided for in Subdivision (d) and for amounts received for rebroadcasting such programs as are exempt from payments under Subdivision (e).

Where payment is made in any form other than money or negotiable instrument, then the fair value of the commodity or other property involved or service furnished shall be included in the gross amount to which the percentage is applicable, provided, that, in no case shall such amount be less than the highest rate charged for a similar use of Licensee's broadcasting facilities.

(d) In the event that advertising commissions are paid to an independent agency not employed or owned in whole or in part by Licensee, and in which Licensee has no stock or other interest, directly or indirectly, the amount of such actual payments not exceeding fifteen (15%) percent may be deducted from the gross amount paid for the use of Licensee's broadcasting facilities in computing the percentage payments hereinabove specified. This deduction shall be permitted whether the advertising commission is paid directly by the sponsor or by Licensee. But in no event shall such deductions, regardless of by whom paid, exceed in the aggregate the sum of fifteen (15%) percent.

(e) Licensee shall not be required to account for any sums received for the use of Licensee's Station facilities in *rebroadcasting* programs originating in other stations having a Chain Broadcast License from Society authorizing the rebroadcasting of such programs.

(f) Licensee shall not be required to account for any sums received from *political* broadcasts, nor shall it be required to account for sums received from *religious* broadcasts where the amount paid is solely in reimbursement for the costs of lines, wire charges, and technical personnel.

(g) Licensee shall have the right to charge against the gross amount paid for the use of its broadcasting facilities by the sponsor of any news program the actual cost of such news program to the station; provided that if the cost to the station of such news program covers programs for which there are no sponsors, Licensee shall have the right to charge against the gross amounts paid by the sponsor of such news program only such proportion thereof as such sponsored news program bears to all the news programs contracted for by the station, and provided further that in no event shall the amount allocated as the payment for broadcasting facilities be less than the highest rate charged for a similar given period of time over Licensee's Station. If, however, the gross amount paid for the use of its broadcasting facilities by the sponsor shall be less than the highest rate charged as aforesaid, then the percentage payable by Licensee shall be computed upon such gross amount paid for the use of its broadcasting facilities.

(h) With respect to athletic events, such as baseball, football, hockey, boxing, racing, and other athletic events, Licensee shall have the right to deduct from the gross amount paid for the use of its broadcasting facilities such extraordinary expenses as shall be necessarily incurred for such special broadcasts, such as special line charges, special announcers and extra engineers, but no part of the cost of the general and regular operation of the station shall be deductible, and in no event shall the amount allocated as the payment for broadcasting facilities hereunder be less than the highest rate charged for a similar given period of time over Licensee's Station. If, however, the gross amount paid for the use of its broadcasting facilities by the sponsor shall be less than the highest rate charged as aforesaid, then the percentage payable by Licensee shall be computed upon such gross amount paid for the use of its broadcasting facilities.

(i) Licensee shall pay the sustaining fee in equal monthly installments on or before the tenth day of each month during the term hereof.

(j) Licensee shall render monthly statements to Society on or before the tenth of each month covering the period of the preceding calendar month, on forms supplied gratis by Society with respect to all gross amounts paid for the use of its broadcasting facilities as hereinabove defined, without exception, and the percentage thereof payable to Society, which said statement shall be rendered under oath and accompanied by the remittances due Society under the terms hereof.

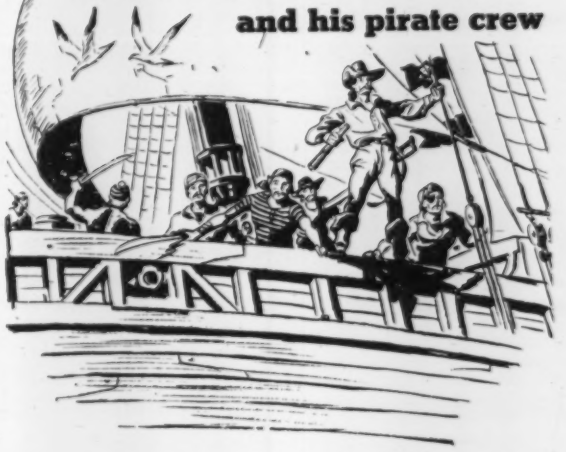
When you think of

NEW ORLEANS

you think of:

JEAN LAFITTE

and his pirate crew



and

WWL

NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.

Merchandising & Promotion

News Policy—Flags—Civic Luncheons—Tickets for the Game—In Store Windows

A UNIQUE institutional campaign was started June 18 by WNEW, New York, when the full back page of the *New York Times* was utilized to urge the public to "Escape with WNEW". Copy reads in part:

"It is the duty of your newspaper to give you the news . . . *all* the news . . . however terrible its import. It is the duty of your magazines . . . with more time at their command . . . to analyze and interpret. But the duty of your radio station—as we of WNEW see it—is different. That duty is to provide escape . . . good entertainment . . . rest and recreation for your heart and mind.

"When you tune in WNEW—1250 on your dial—this is what you will hear: Good entertainment . . . 24 hours a day . . . News . . . affecting our nation or any other nation . . . the instant it is known. But told simply . . . plainly . . . nothing withheld . . . nothing added . . . just as it is received from the worldwide press associations.

"You will not hear news endlessly repeated. You will not hear it speculated upon . . . imaginatively word-painted, analyzed or interpreted . . . dramatized. You will not hear it dinned over and over into your ears."

Campaign, placed through the Biow Co., New York, will include a series of advertisements in other dailies in New York and New Jersey, with each advertisement aimed at the paper's type of circulation.

* * *

Personal Blotters

KTSA, San Antonio, each month sends to local clients special blotters, carrying each individual's printed name, a calendar for the month, and a brief sales message.

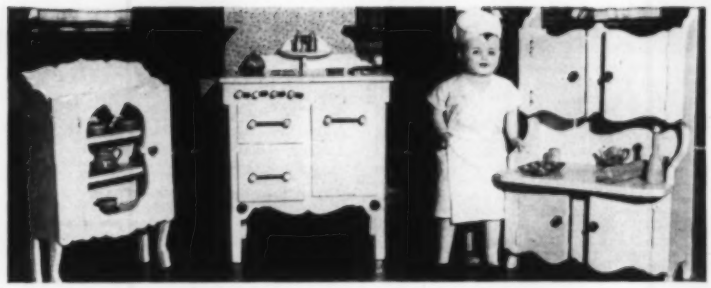
Long May It Wave

PROMOTING patriotism, WCKY, Cincinnati, recently started distributing 50,000 American Flag lapel buttons on request from listeners. American flags are on display in every WCKY office and studio; the national anthem is heard four times daily on the station; a daily broadcast is conducted from recruiting offices to stimulate enlistments, as well as other programs in behalf of the Red Cross war relief appeal. Movie trailers plugging the station's programs and personalities also are to start in 21 theatres in the WCKY primary area, according to L. B. Wilson, president and general manager. The trailers will play up WCKY's public service features, with at least one appealing directly for support of the American way of life.

* * *

Plug for Dr.

TO MERCHANDISE *Young Dr. Malone*, which began over KROD El Paso, June 17, Merle H. Tucker, manager, sent out 500 letters to grocers in the El Paso territory to notify them of the program and campaign. The show is sponsored by General Foods in the interest of Post's 40% Bran Flakes. Suggestions were given the grocers how best to display the product and arouse interest in the CBS serial.



FROM reconditioned furniture and left over pieces of wood, this replica of Jane Porter's *Magic Kitchen* at KMOX, St. Louis, was constructed for exhibition at a display of toy products sponsored in E. St. Louis by the auxiliary of an American Legion post. Some 2,000 clubwomen visit the *Magic Kitchen* monthly and clubs are booked solid six weeks in advance.

Free Lubrication

PARKWAY OIL Co., Philadelphia, is using daily spot announcements on WCAU, Philadelphia, to call attention to its newspaper campaign to promote safer driving conditions. Each week, a "safety scout" selects the city's safest driver as recipient of a $50 award. In addition, listeners are advised to watch the Parkway newspaper announcements for the listing of 50 license tag numbers, representing safe drivers selected by the safety scout. Each identifying the license number receives free lubrication service at any Parkway service station. Campaign started June 22, is being directed by J. M. Korn & Co., Philadelphia agency, and is to be carried on indefinitely with the possibility that additional local stations will be added to carry the spot announcements.

* * *

Stanback Sample

THE merchandising department of KGKO, Fort Worth, recently mailed to 100 Dallas-Fort Worth druggists special letters on behalf of Stanback Headache Powders, advertised on KGKO spots. Enclosed in each letter was a sample of Stanback, with the notation: "For your use if you're not stocked with Stanback when the calls begin coming in." Each letter also incorporated the KGKO-created slogan: "Yours for standing back of Stanback." KGKO and WBAP, both owned and operated by the *Fort Worth Star-Telegram*, have taken over a large display window in the local Medical Arts Bldg., to be used for station and client promotion, according to Albert Haling, WBAP-KGKO merchandising director.

* * *

Windows at Fair

TWO large display windows, available a week at a time for manufacturers, are being installed in the Crosley Bldg. at the New York World's Fair, one to be used for displaying drug products advertised on WLW, Cincinnati, and the other for grocery products. William Oldham, WLW promotion director, arranged for erection of the windows, which also will incorporate novel lighting effects.

* * *

Camera Contests

WFIL, Philadelphia, Camera Club is sponsoring two monthly photographic contests in July and August, in cooperation with Woodside Park Amusement Park. A special booth is being set up at the park for the distribution of particulars and application cards, also available at most local camera shops. Cash and merchandise awards will be made each month for the best shots submitted taken at the park.

Amarillo Service

USING a full-page advertisement in the *Amarillo Globe*, KGNC, Amarillo, Tex., on June 20 announced the addition of AP night news service to its UP daytime service. The advertisement, in addition to picturing NBC and local commentators heard on the station, explained the station policy on news broadcasts and listed KGNC news periods. The station also had set up large illustrated billboards in hotels, AAA outlets and local business houses and service stations, each week listing the latest news about fishing and fishing conditions in Texas, New Mexico and Colorado. News is received from official State headquarters and from local chambers of commerce.

* * *

Used for Luncheons

AS A GOODWILL promotion KMJ, Fresno, Cal., several times this year has turned over its auditorium studio to various civic and service organizations for their regular luncheon meetings. Early in June 100 members of the Fresno Twenty-Thirty club attended a luncheon meeting in the studio and were entertained with a special quarter-hour variety program. Catering service is arranged for the meetings. Already host to the local Kiwanis Club and a California Newspaper Publishers Assn. meeting before the Twenty-Thirty luncheon, KMJ plans to continue the practice on a larger scale during the fall and winter.

* * *

News for Weeklies

PRESS department of WMCA, New York, is sending gratis to 52 weekly newspapers in New York, New Jersey and Westchester County a weekly column titled "The War This Week", written by its news commentators, including Johannes Steel, Eugene Lyons, Sydney A. Moseley and Dr. Charles Hodges. Staff members of WMCA who own autos may use special black-and-white plates reading "WMCA—First on Your Dial" on their cars, which station has made up for promotional use.

* * *

Baseball Tickets

CARDS good for baseball tickets were attached to 10 of 50 balloons released over Cincinnati at the opening of a new playground series on WSAI, Cincinnati. Manager Dewey Long has indicated that similar balloon promotions will be released after each program. Balloon copy plugs WSAI programs in general as well as the playground feature.

WIDER COVERAGE

For Your New

FALL PROGRAMS

WFBL goes to 5000 WATTS NIGHTS!

effective about AUG. 1st

Consider WFBL's increased coverage when planning your fall schedules . . . reach more people in a greater area at the SAME LOW RATE!

About August 1st WFBL steps up its power from 1000 to 5000 watts nights. Choose Central New York's most popular station—increase your sales with this increased market.

Write today for rates and time available. WFBL, Syracuse, N. Y. or Free & Peters, Inc.

ONONDAGA RADIO BROADCASTING CORP.

Syracuse, New York

MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

National Representatives, Free & Peters, Inc.

More for the Money

CBS has incorporated its advertisement "More for the Money", which appeared in the June 15 issue of BROADCASTING, into a promotion booklet of the same name. In addition to the two charts which appeared in the advertisement, titled "The Swift Climb in CBS-CAB ratings" and "The Sharp Drop in CBS Cost per Listener," the yellow-and-black brochure includes a chart showing "Gross CBS Circulation Costs since 1930", which have dropped 48% in the past ten years, the net cost having dropped 43% in the past four years alone.

* * *

Plugs for News

MERCHANDISING its United Press news service to listeners and sponsors, KFRO, Longview, Tex., distributed 10,000 large color circulars through business houses in neighboring cities, emphasizing the KFRO policy of news every hour on the hour. As a followup, actual teletype clippings were placed in business places. Salesmen carried portable radios as they called on merchants to sell news periods. In addition, clippings were attached to circulars and placed at each plate at service club meetings.

* * *

A Year's Record

IN A paper-bound volume WQAM, Miami, Fla., recently published a record of its service to the community during 1939, as it has done annually since 1934. Mimeographed pages present a list of the personal public service activities of WQAM executives, a summary of its news activities and weather and other services.

* * *

Free Farthings

THE *Irish Magazine of the Air*, a participating Irish program heard Sundays on WDAS, Philadelphia, and conducted by Pat Stanton, is giving away money for the asking. A friend of Stanton's brought thousands of Irish farthings to the United States on the *Roosevelt* when it recently landed. The farthing, equal in U. S. exchange to ¼ of a cent, is considered a good-luck piece. Stanton is distributing them to listeners as long as the supply lasts.

* * *

At Druggists' Convention

WDZ, Tuscola, Ill., promoted its national accounts at the recent Illinois Pharmaceutical convention held in Springfield, by setting up a booth in which samples, dummy cartons, display cards and posters representing these accounts were displayed, and producing a large map of Illinois and Indiana on which the principal cities and counties in the primary area were connected with Tuscola with ribbons.

* * *

News Interest

TYING IN with the rising interest in newscasts, KSFO, San Francisco, has circularized reprints on stiff stock of a 6-column 18-inch ad in the *San Francisco Examiner* listing KSFO news broadcasts. Through Sales Manager Charles Morin the reprints have been sent to the trade in San Francisco and Hollywood to be used for quick reference.

* * *

NEW weekly program on KROW, Oakland, Cal., *The Camera Clicks*, originates from the Gayway at the Golden Gate Exposition, with Paul Korock handling the mike for interviews with camera strollers. Each interviewee is given a camera accessory.

L. B.'s "Studio Plane"

PUBLICIZING its elaborate "Studio Plane" mobile unit, WCKY, Cincinnati, has published a color folder describing the accommodations and public service functions of the auto-trailer combination. The folder is inserted in all WCKY mail. A miniature broadcasting plant on wheels, complete with microphones, transmitter and recording equipment, the "Studio Plane" incorporates a glass-enclosed observation tower; telephone; shower and lavatory facilities; kitchen; Pullman-type berths; reclining seats for eight passengers; air-conditioning and heating; window screens, with a LaSalle coupe as motive power. The unit, to be ready for operation July 15, will be used at fairs and community gatherings, where it will be open for inspection; in promotion campaigns with civic groups and fraternal orders, and will meet trains and planes on which famous persons arrive. Special dedication ceremonies are planned for July 15, with Mayor Stewart and other civic leaders participating.

BROCHURES

KSFO, San Francisco—"Story of San Francisco", 100-page book-bound, comprehensive analysis of Bay area radio.

MBS—Brochure describing Mutual's new package discount plan for advertisers desiring national coverage, titled, "Now Mutual Adds Floodlights to Its Sales Searchlights".

COWLES Stations (KSO-KRNT, WNAX, WMT)—Ring-bound presentation with breakdown statistics on consumption of petroleum products by farmers in "America's Money Belt" area.

WORLD BROADCASTING SYSTEM—Grey folder "A Seat For You . . . Front Row Center," enclosing World advertisement in BROADCASTING, June 1.

NBC—14-page red-and-white booklet "2 People With Millions of Friends," announcing availability of 130 quarter-hour episodes of *Betty & Bob*, recorded by NBC Radio-Recording Division.

WJJD, Chicago—32-page album of personalities and programs.

Plug for Portables

USING two special quarter-hour programs weekly, WFAA, Dallas, is promoting automobile and portable set listening, with continuity directed to motorists and vacationists particularly. The programs are modeled after NAB promotional copy on auto and portable sets. Craig Barton and his orchestra are featured on the program.

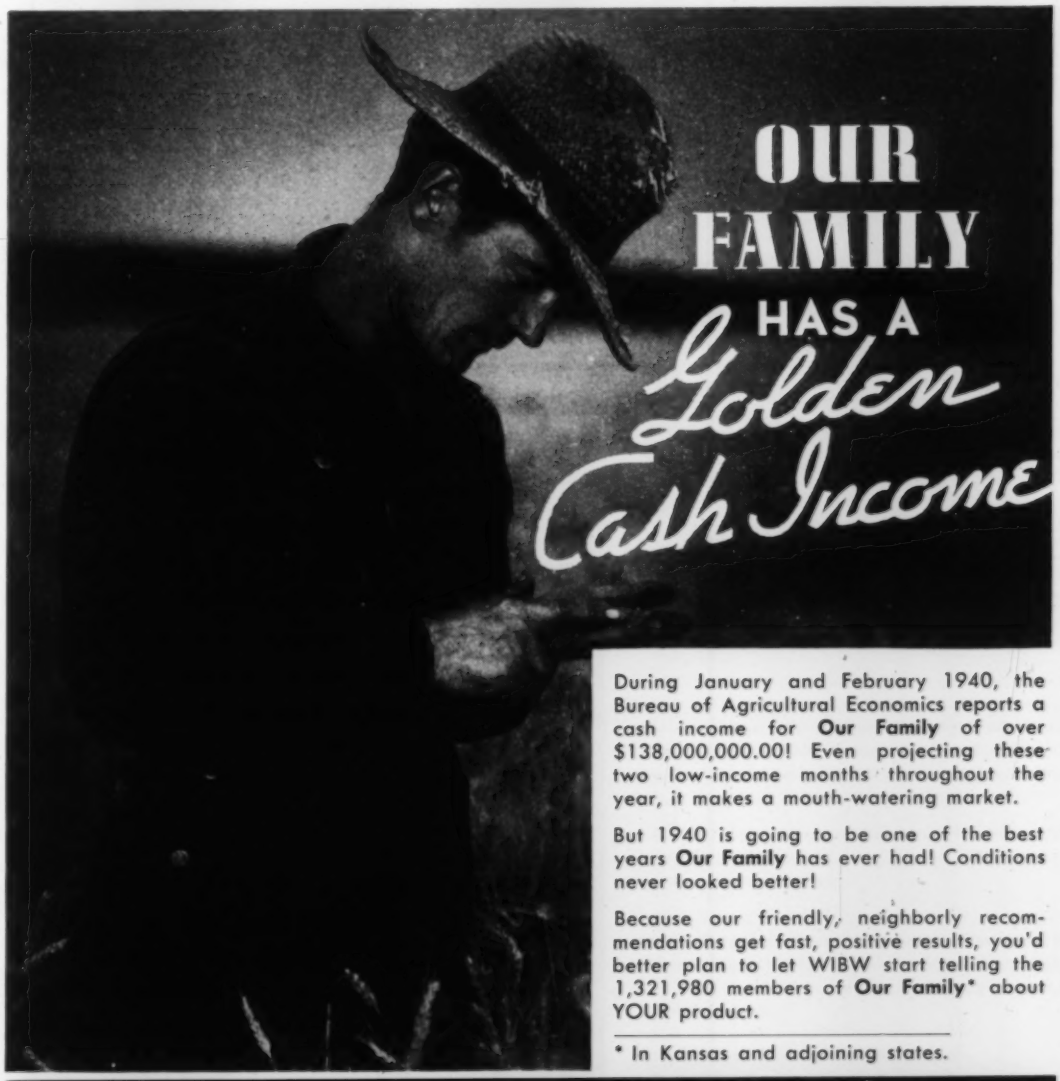
* * *

Photo Tips

A PHOTOGRAPHIC supply concern, Dury's, sponsoring a series on amateur photography on WSIX, Nashville, is distributing special cards bearing photographic facts. The cards state that additional photo information can be obtained by listening to Dury's programs on WSIX.

WXYZ, Detroit—Mailing folder on *Plymouth Quizcast* success.

WCBS, Springfield Ill.—Four-page legal-size coated stock which is enclosed in file-size heavy covers on which is printed new coverage map, etc.



During January and February 1940, the Bureau of Agricultural Economics reports a cash income for **Our Family** of over $138,000,000.00! Even projecting these two low-income months throughout the year, it makes a mouth-watering market.

But 1940 is going to be one of the best years **Our Family** has ever had! Conditions never looked better!

Because our friendly, neighborly recommendations get fast, positive results, you'd better plan to let WIBW start telling the 1,321,980 members of **Our Family*** about YOUR product.

* In Kansas and adjoining states.

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

CBC to Transmit Talks For Station Information

"BROADCASTING in War" by Maj. Gladstone Murray, general manager of the Canadian Broadcasting Corp. is the first of 13 talks via land lines to all Canadian stations to be started July 2 by the CBC. The series will go out to all Eastern stations as a live feature not for broadcasting from 10-10:30 a. m. (EDST) and will be recorded for transmission to Western stations from 1:30 to 2 p. m.

The series will feature private broadcasters as well as CBC officials. The schedule includes: July 9, Harry Sedgwick, managing director of CFRB, Toronto, and president of the Canadian Association of Broadcasters, "The Private Station"; July 16, "Everything Under Control", Gordon Olive, CBC chief engineer; July 23, first of a number of roundtable discussions by Jack Radford, CBL, Toronto, and Lloyd Moore, CFRB, Toronto, entitled "A Manager's Headaches"; July 30, Horace Stovin, CBC station relations supervisor, "Good Will, a Marketable Commodity"; Aug. 6, "Clear All Wires", E. W. Jackson, CBC traffic chief; Aug. 13, C. M. Pasmore, radio director, MacLaren Adv. Co., Toronto, "Time Is Money"; Aug. 20, "The Community Is Served", M. V. Chestnut, manager of CKOC, Hamilton, Ont.; Aug. 27, talk on behind the scene in administration titled "Take a Letter", speaker not yet assigned; Sept. 3, transcriptions, L. Hedley, RCA, Toronto; Sept. 10, E. A. Weir, CBC publicity supervisor and commercial manager, "Radio Is News"; Sept. 17, George Taggart, CBC assistant program chief, "This Is Our Program".

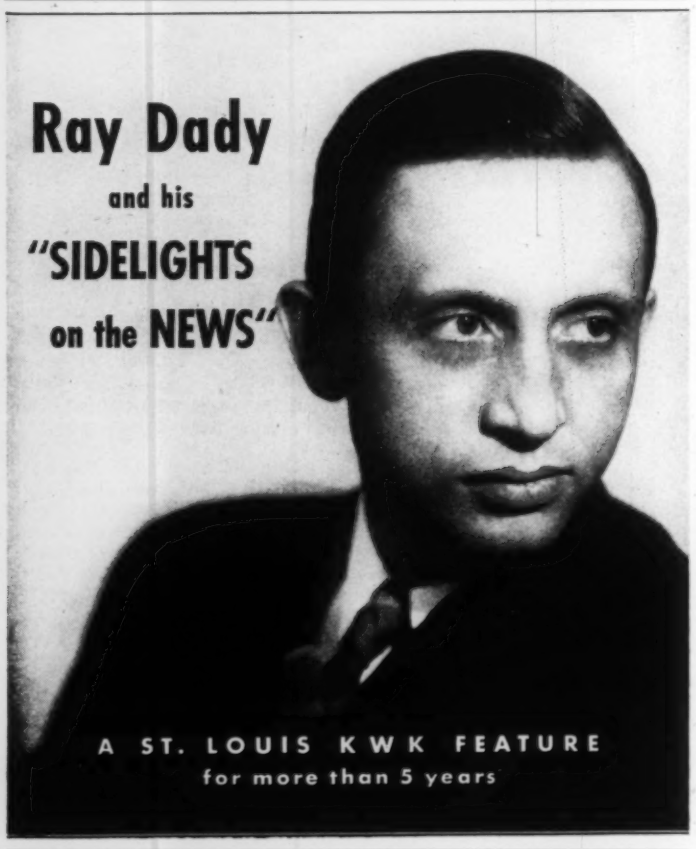
LITHPING IS PASSE
WOR Auditions Now Practical, Avoiding Novelties

A NEW type of audition for would-be anonuncers has been introduced by Production Manager Charles Godwin of WOR, Newark. Unlike the auditions commonly conducted, this new type of test contains no disjointed sections of continuity and no tongue twisters like traditional: "The seething sea ceaseth, the seething sea sufficeth us."

The new audition, developed by Mr. Godwin and WOR's continuity director, Robert A. Simon, is a lively five-minute program resume, based on the summary the station broadcasts daily at 9:55 a. m. It covers all the various types of programs a WOR announcer is called to handle in the course of an average workday.

Pronunciation of musical terms, foreign words and general vocabulary is tested, not in a forced manner but in natural contest, during the course of the resume. A news bulletin interruption is included in the program roundup, so that Godwin and his associates can judge the prospective announcers' news reading. A typical commercial is also worked in.

CONTROL of KFDA, Amarillo, Tex., which first went on the air last August, passed June 18 from J. L. Gooch to J. Lindsay Nunn, former newspaper publisher who with his son Gilmore now operates WLAP, Lexington, Ky., and WCMI, Ashland, Ky. Mr. Nunn owned 48% of the stock in the station, and the FCC June 18 authorized him to acquire practically all of the remainder.



Name Harrison Holliway Director of District 16

HARRISON HOLLIWAY, general manager of KFI and KECA, Los Angeles, June 17, was elected director of the NAB representing the 16th District, comprising stations in Southern California, Arizona and New Mexico. He succeeds Donald W. Thornburgh, CBS Pacific Coast vice-president, who declined to stand for relection after serving a two-year term.

Mr. Holliway

Mr. Holliway has been active in NAB affairs for more than a decade. He will succeed Mr. Thornburgh at the NAB Convention, scheduled to be held in San Francisco Aug. 4-7.

Industry to Seek Wage Act Relief

Definition of 'Executive' to Be Argued at Hearing

EFFORTS to relieve the broadcasting industry of the most onerous aspect of the wage and hour regulations, through redefinition of the term "executive", are being undertaken by the NAB, with testimony to be presented to the Wage & Hour Division of the Labor Department at a hearing scheduled for July 25 in Washington.

Many stations, particularly smaller ones, have found it difficult to comply with the definition of executive, as interpreted by the Wage & Hour Division. The regulations prescribe that bona fide executives, professional workers, outside salesmen, and others in similar classifications, shall be exempt from overtime provisions of the Act. In its interpretations of October, 1938, the Division held that executives must be paid $30 per week and direct work of others as the head of a department, have the power to hire and fire, or make recommendations on retention or release of personnel.

The interpretation further specified that executives "shall do no substantial amount of work of the same character as that performed by non-exempt employes." It is this provision that has worked undue hardship on stations, since chief announcers, chief engineers, and program department heads in many cases perform operating functions along with members of their staffs.

Joseph L. Miller, NAB labor relations director, already has filed an appearance for the July 25 hearing before Harold Stein, assistant director of the hearings branch of the Division. Mr. Miller on June 20 sent to all stations a questionnaire soliciting data to be used in the industry presentation.

Pointing out that many stations are under a severe handicap because of the executive defintiion, Mr. Miller urged all stations to respond to the questionnaire as expeditiously as possible. "If the industry is interested in having this burden eliminated," Mr. Miller said, "it is essential that the NAB have as close to a 100% questionnaire response as is possible."

Mr. Miller pointed out that the industry has experienced no real difficulty in connection with the interpretations governing salesmen, professional workers, and others in the overtime exemption category. He pointed out that other industries also have had similar experiences and that the broadcasting industry hearing is only one of a series on the same subject based on petitions to redefine "executive" and other terms used to describe employes exempt from minimum wage and maximum hour provisions of the Fair Labor Standards Act.

WITH some 600 present, including 100 out-of-town guests, WINN, new Louisville local, was dedicated June 15. Here are D. E. (Plug) Kendrick, chief owner of WINN, and Mrs. Kendrick, listening in on the dedicatory program while participating in the banquet at the Tyler Hotel. In addition to State and civic celebrities who attended the dedication were "Judge" Glenn Snyder, WLS, Chicago; "Col." Harry Stone, WSM, Nashville; "Hon." Joe Eaton, WHAS, Louisville; Lewis A. Breskin, president of Sterling Insurance Co.; Oscar Frieder, Willard Tablet Co.

Lever's Balloon Blower

LEVER BROS. Co., Cambridge, Mass., has added a masked balloon blower as a feature of *Uncle Jim's Question Bee* program on CBS, summer replacement for *Big Town* since June 18. Contestants making the lowest score can win back a few dollars, therefore. During the time it takes Archibald Braunfield to blow up a balloon till it bursts, Uncle Jim fires rapid questions at the contestants who receive $1 for each query answered correctly. The program, heard for Rinso, shifts time July 13 to Wednesdays 8-8:30 p. m. from the current CBS period Tuesdays, 8-8:30 p. m. Agency is Ruthrauff & Ryan, New York.

O'Keefe Loses Suit

BREACH of contract suit for $48,750 filed by Walter O'Keefe, radio m.c., against Young & Rubicam and the Packard Motor Car Co., was dismissed June 14 by New York Supreme Court Justice John E. McGeehan. O'Keefe claimed he was under contract to broadcast on the Packard program from Jan. 4, 1938 to May 31, 1938, but that the series was suspended March 1 and he was not paid for the time remaining in the contract. The court decided that evidence established the fact that business conditions beyond the sponsor's control caused the discontinuance of the series, a possibility contemplated when the contract was signed. Also decided was that O'Keefe had waived strict compliance of the contract.

Moving of WREN Opposed by FCC

Shift to Kansas City Denied Under Proposed Ruling

PROPOSED denial of the application of WREN, Lawrence, Kan., to move its transmitter so as to more effectively serve Kansas City, Mo. with its new studios in that metropolis, was announced June 21 by the FCC in a ruling likely to have a bearing on future station removals, if finally sustained.

The Commission said the primary purpose of the WREN removal was to obtain a larger population coverage of Kansas City and its environs "in order to increase its advertising revenues and serve as a more effective outlet of the Blue Network". If the transmitter is moved as proposed, the Commission said WREN would deliver satisfactory service through the Kansas City metropolitan area, but its service to Lawrence and other small communities in Kansas would be "less satisfactory, and some rural portions of the present service area would be entirely deprived of service".

Present Service

Declaring that the Kansas City metropolitan area is already served by at least six stations, the Commission said the essence of the proposal is to move the station to a large metropolitan area, which already receives service from an ample number of stations.

Answering the argument by WREN that as a station on a regional frequency it should serve the metropolitan district of Kansas City primarily, the Commission said that it does not follow that a station assigned to a regional frequency must serve a metropolitan area regardless of other considerations. Classification of stations under the Commission rules and engineering standards "is purely for the administrative convenience of the Commission in allocating frequencies and is not a source of any right in licensees or applicants," the Commission said.

Apropos the second contention of WREN that the increase in coverage which would result from the removal would make the station a more effective outlet for NBC-Blue programs, the Commission said this is related "more to the private interests of the applicant and NBC than it is to the interests of the communities involved." It added that the mere fact the station hopes to better itself financially by moving from a small city to a large city "is not a controlling consideration in determining whether public interest, convenience or necessity would be served by permitting such a move."

The Commission concluded that notwithstanding the fact that the areas which would lose service or obtain an inferior signal are smaller in population than the areas which would gain a service or obtain a better signal from WREN, it is "unable to find, from the evidence submitted, that the detriments to the former areas are overweighed by the proposed benefits to the latter areas, or that the proposed change is responsive to any need which is substantial enough to overbalance this consideration."

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Purely PROGRAMS

FEATURING new radio writings and experimental production technique, NBC-Red on June 29 started the weekly dramatic series, *Listener's Playhouse*, as a cooperative enterprise of the NBC script and production divisions. The series will be handled chiefly by Albert N. Williams, author of several radio plays in prose and verse, including "Towers of Hatred" and "Festival"; Ranald MacDougall, author of "The Ineffable Essence of Nothing", and John La Touche, author of the widely acclaimed "Ballad for Americans". The work of these three will be augmented periodically by guest writers and directors. The new series is heard Saturday, 8:30-9 p. m. (EDST).

* * *

Novice Composers

AMATEUR songwriters air their compositions and receive criticisms of their work on the new *Song Writers' Clinic* of KGVO, Missoula, Mont. Composers who can sing may present their works themselves, with staff vocalists handling the rest. Margaret Fischer Castle, staff pianist, and Jimmy Barber, KGVO program director who also has composed several songs, offer constructive criticism of songs broadcast.

* * *

Straw Hat

BACK-STAGE interviews with personalities of stage and motion picture world are carried by WIP, Philadelphia, with the resumption of a weekly program from the Bucks County Playhouse, summer theatre located in New Hope, Pa. Heard on Fridays, the series will be under the direction of Becky Gardiner, Hollywood scenario writer associated with the theatre.

Sylvan Journeys

"FOREST Travel for Stay-homers" is the theme of a new series of summer programs based on imaginary trips to national forests in every part of the country, which started on the *National Farm & Home Hour*, June 26, at 12:30 p.m. on NBC-Blue. Programs are conducted by Elizabeth Pitt, specialist in the U. S. Forest Service, and explain how national forests serve the public by protecting watersheds, growing future timber crops, providing free opportunities for outdoor recreation in areas of great natural beauty, and providing a home for much of the big game left in this country. George Washington National Forest in the Blue Ridge Mts. of Virginia was the scene of the initial program. Others scheduled are Wallowa in Oregon. Pisgah in North Carolina, Mark Twain in Missouri, and Tongass in Alaska.

* * *

Aimed at the Ladies

FEATURING its own woman newshawk in newscasting with a feminine slant, KROW, Oakland, Cal., has started *Girl Reporter*. Melba Reed, the *Girl Reporter*, personally covers not only weddings and receptions but also more spectacular attractions on fire and police runs. Recently she was made a fully accredited news reporter when she was issued a press card and badge at ceremonies at the office of the Oakland chief of police.

Rang the Bell

THE *Amateur Hour* of KROD, El Paso, Tex., which began operating in May, started with a bang recently. Five minutes after conclusion of the first program in the series Bob Knox, amateur tenor, received a scholarship offer from a professor of voice at the Texas College of Mines & Metallurgy. The instructor never had met Knox, hearing him sing for the first time on the program. The feature is sponsored by Car Parts Depot and The Music Mart, of El Paso.

Scouting for All

DESIGNED for the physically handicapped as well as boys who live in remote areas where there are no local organizations, a weekly program, *Boy Scout Troop of the Air*, has been started on KFI, Los Angeles, under supervision of Jimmy Vandiveer, special events director. Each week a different troop is in charge of the broadcast, conducting its regular meeting and also demonstrating some phase of Scout activity. Physically handicapped, phoning or sending in their names, are made members of that troop and later visited by other Scouts who present them with membership credentials. Healthy, active youngsters, from remote areas, are brought to the Troop's next meeting for the ceremony.

* * *

Angling Dope

TIPS on where fish are biting and preferred baits are offered Northwest sportsmen by Hale Byers on *Fishermen's Luck*, which started June 27 on WCCO, Minneapolis, under sponsorship of Hamm Brewing Co., St. Paul. The program features a fishing quiz, with Byers asking questions on angling and fishermen in the audience giving the answers. After each broadcast the studio audience views a half-hour fishing movie. Listeners sending in usable questions receive $1 per question. The program also features a fishing contest, with prizes of fishing tackle for the angler turning in the biggest catch.

* * *

Where They Bite

WHERE the big ones are and how to catch them is the gist of *The Fishfinder* program, recently launched on KYA, San Francisco under auspices of *Sportsmen's News*, fishing and hunting paper. Each Friday night Al Accardi and Bert Frazier, tell listeners the results of their angling in Northern California regions.

* * *

Yankton Round-Up

COOPERATING with 4-H Club groups, WNAX, Yankton, S. D., has started a new quarter-hour weekly transcribed show, *The 4-H Club Round-Up*. Club leaders and members in neighboring states are interviewed by Charlie Worcester, WNAX farm specialist, with material prepared at various State college centers.

WHEN Pittsburgh's KDKA some weeks back sent cigarette lighters and lighter fluid to a large number of folks in the trade, "Chip" Robertson, radio director of Ralph H. Jones Co., in Cincinnati, acknowledged the gift with the remark that he would not be surprised to receive a chunk of a KDKA transmitter—or even a live monkey—from the station. Forthwith, KDKA Sales Manager W. E. Jackson wired: "Monkey and transmitter en route; typical KDKA service". And sure enough, here's what Hinter Robertson said he wouldn't be surprised to see—a monkey perched atop a transmitter segment.

* * *

Sports Queries

DRAWING upon baseball fans and local sports experts, Jerry O'Leary has started his *Baseball Fan Interviews* quiz feature on WAAB, Boston and Colonial Network. Each interviewee has a chance to go from first base through second and third to home plate by successfully answering a series of questions. First base rates a silver dollar, second two, third three and home five dollars, with strikeouts along the line knocking out the cash award in favor of a pair of Community Opticians sunglasses. Contestants may stop at any point between questions by taking their winnings and asking for no more questions. The questions are evenly divided between baseball and general subjects, all sent in by listeners.

* * *

Quiz of the News

A QUIZ program titled *News Quiz—the Headline Sweepstakes*, recently was started on KSFO, San Francisco, under sponsorship of Langendorf-United Bakeries. The program originates each Friday night from the Orpheum Theater, with Dean Maddox as m.c. He is assisted by five announcers, who rove through the audience. Maddox propounds questions based on news. Anyone in the audience is eligible to provide the answer. Cash is offered winners. Account is handled by Leon Livingston Agency, San Francisco.

* * *

News Background

FIVE members of the faculty of St. Louis U, all expert historians, discuss the background of present world complications on the new *Look at the Facts* series heard Monday and Friday evenings on WEW, St. Louis. Conducted by the school's department of history and government, the series presents Arthur T. Jones, WEW news editor and program director, as m.c., with Rev. Fr. Wallace A. Burk, S.J., station director, as advisor.

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Just Out!

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By Earle McGill, Director and Producer, Columbia Broadcasting System. 370 pages, illus., $3.50.

EVERY single step facing the director of radio programs is covered in this most thorough manual. Beginning with a discussion of the various types of microphones and their uses, the book deals with sound effects, studio construction, timing of broadcasts, and such mechanical factors of production as the "board fade," etc. Careful directions are included for putting on such diversified programs as children's broadcasts, remote control broadcasts, pickups from abroad, audience participation shows, and forum discussions.

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Mail for Missionaries

DESIGNED specifically to transmit messages from relatives in the United States to American missionaries in far-away lands, General Electric's international shortwave station KGEI, located on Treasure Island in San Francisco Bay, has started the weekly *Missionary Mail Bag*. Relatives and friends are invited to send the station greetings to be broadcast to their loved ones. Messages, limited to 50 words, are aired by Norman Paige, chief English-speaking announcer of KGEI.

* * *

Debs Day

HIGHLIGHTED with tributes to four New Orleans citizens who have made noteworthy accomplishments during the preceding week, *Radio Periscope* started recently on WWL, New Orleans, under direction of Jimmie Willson, WWL program manager. In addition to music by orchestra and chorus, the program presents interviews with local debutantes. Each deb is given $10 for her appearance, with the understanding the money will be turned over to her favorite charity.

* * *

Stage Stuff

REGULAR half-hour Sunday night broadcasts of *Let's Take Stock* on WMBG, Richmond, Va., feature members of the Shelton-Amos Players, playing a summer stock theatre engagement in Richmond. Playing up each week's regular show, Laura King, president of the New York Theatre Alliance Forum, interviews members of the cast, technical director, stage hands, scenic artists and others in the company.

Who's Your Family

FOLLOWING a four-week test locally, WOL, Washington, on July 1 was to start the weekly *Who Are You?* feature on MBS. The program, based on geneology, traces family histories through narrations by one Dr. Pedigree and dramatized incidents. Mary Hamilton Clark, Washington geneologist, writes the scripts and handles research for the program. Different family names are traced each week. The feature is heard on CBS Mondays, 7:30-7:45 p.m. (EST).

* * *

Music Cognizance

A MYSTERY song contest, with listeners sending in favorite songs to be hummed or played, is carried on CFRB, Toronto, for Kavanagh Food Ltd., Toronto. Listeners sending in most correct names of songs heard on the program are eligible for one of the 10 sets of Parker pens and pencils given away each week.

* * *

Peach Selling

TO PROMOTE sale of the 1940 Georgia peach crop, WSB, Atlanta, in mid-June started the half-hour weekly *It Happened in Georgia*, to continue through the peach season. Along the same line the New York peach market report is presented daily on the 4 o'clock newscast, and on various WSB farm programs.

* * *

Out of the Past

SOMETHING different in musical programs is presented by WELI, New Haven, on its weekly *Do You Remember* series. Produced by Bud Finch, the show features tunes of the past which never attained widespread popularity and salutes the composers.

The Merry Side

EMPHASIZING the lighter side of current events, KHJ, Los Angeles, has started a weekly quarter-hour program, *Once Over Lightly*, which gives a humorous slant on news of the day. Featuring Hugh Brundage as commentator, the program is written by Eric Strutt. *The Life of Byron*, a weekly half hour program, based on the English poet's life, has been started on KHJ by the Celeste Rush Players. Series is written and produced by Miss Rush with Norman Watson featured as Byron.

* * *

Tickets for Tunes

IN A TIE-UP with local Segall-Pizor motion picture houses, WPEN, Philadelphia, has added a "Tune Teaser" contest feature to the daily *920 Club* participating program. At 3:15 p.m. daily, five recordings are played, listeners invited to guess the titles. In addition, the names of the six co-operating movie houses are mentioned. Five pairs of movie tickets are awarded daily. In return the theatres are mentioned at least once during the program.

* * *

Anything Goes

KECA, Los Angeles, has started a new Saturday night amateur program which runs from a half hour on, depending upon the talent who volunteers to participate. Titled, *Tune Out Time*, the weekly show is unrehearsed and without auditions, talent volunteering from the studio audience. Willard (Doc) Hall, is m.c. with Helene Hill, pianist, acting as accompanist. John I. (Bud) Edwards, station production manager, produces.

Weather for Farmers

ON A NEW three-minute weather roundup spot on the 7:15 newscast on WLW, Cincinnati, Jimmy Fidler, recently appointed meterorologist of the station, runs through the highest temperatures of the preceding day in chief U. S. cities; weather conditions in the WLW area at broadcast time, with the preceding day's rainfall and such, and the U. S. weather forecast as released at 6 a. m. fof the area. Directed to farmers, the new service is designed to aid them in making their plans for the day.

* * *

Kelly's Kids

A PROGRAM series designed to bring out the talents of young entertainers titled *Jolly Joe's Junior Jamboree*, was started June 22 as a Saturday morning feature on WGN, Chicago. Joe Kelly, for many years a radio star, has charge of activities which include singing, speaking, imitating, tap dancing and instrumentals.

* * *

Racing Quiz

TED WILLIAMS, noted turf expert recently heard on KNX during the Santa Anita racing season, on June 24 launched a series of programs, *Stump the Horseman*, on WIND, Gary, Ind. Williams interviews jockeys, trainers and owners and invites listeners to send in questions on turf history and current activities in an effort to stump his expert guests.

COLUMBIA Pictures Corp., Hollywood, has purchased full rights to *Interim*, a one-act radio play which Tom O'Connell, Cleveland writer, wrote for the WHK drama laboratory last year.

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WSOY . . Decatur
WTAD . . Quincy
WCBS . . Springfield

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WTRC . . Elkhart
WGBF-WEOA . . Evansville
WIRE . . Indianapolis
WLBC . . Muncie

IOWA
WMT . . Cedar Rapids
WOC . . Davenport
KMA . . Shenandoah

KANSAS
KFBI . . Wichita

KENTUCKY
WHOP . . Hopkinsville
WLAP . . Lexington
WPAD . . Paducah

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WJBO . . Baton Rouge
KWKH . . Shreveport

MAINE
WLBZ . . Bangor

MARYLAND
WBAL . . Baltimore
WTBO . . Cumberland
WFMD . . Frederick

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KROC . . Rochester
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KMBC . . Kansas City
KWOC . . Poplar Bluff
KWK . . St. Louis

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NEBRASKA
KFAB-KFOR . . Lincoln
KOIL . . Omaha

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WBAB . . Atlantic City

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KVSF . . Santa Fe

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WKNY . . Kingston
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WHBY . . Appleton
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WKBH . . La Crosse
WIBA . . Madison
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Chain Shackles

IT DOESN'T take great prescience or genius to adduce that the honeymoon is over in broadcasting. Events of the last year or so have made the lot of the broadcaster increasingly difficult. Copyright, labor, musicians, artists have converged upon the industry with unabated vigor. These, coupled with the tightening grip of Government regulations, have given every station owner practically a new crisis a week.

But all these are secondary to events directly ahead, quite aside from the uncertainties of conditions that may be provoked here by the war in the rest of the world. On that score, we can do no more than accept the repeated expressions from high official quarters, both civil and military, that commercial broadcasting will remain in status quo even in the event of involvement.

Broadcasting now approaches a fight for its economic existence. This crops from the new philosophy of the FCC, reflected in many of its recent actions. In FM, in television and in what we regard as the untenable report of its Network-Monopoly Committee, there are unmistakable signs of great changes ahead accompanied by new assaults upon free, private, competitive enterprise, which has been the lifeblood of radio's meteoric development.

FM, affording allocation opportunities under which apparently ample station facilities can be provided in every city, town and hamlet, certainly portends unlimited competition, not only among stations of that class but with established standard stations. Yet the FCC Network Monopoly Committee proposes to inhibit and restrict operations of existing networks and stations by banning here and controlling there, even proposing to arrogate to the Commission control of network affiliation contracts.

A critical analysis of the committee's report, shot through as it is with half-baked conclusions and innuendos, would require columns. The most pertinent industry observation we have yet seen is that of CBS President William S. Paley, who made bold to say that the overall impression given by the report is "one of fashioning language in accordance with judgments predetermined before the hearing".

The report obviously sought to satisfy smaller, independent operators by employing the old come-on of sharing the wealth through soaking the rich. But the committee overshot its mark. By proposing to take over supervision of network contracts and of station and network revenues, it treads upon forbidden ground. Assuming the legal authority exists to interfere with business policy (and the law and the courts have been explicit that it does not), it would be but a short haul for the Government to fix rates and regulate profits.

The very premise upon which the committee bases its "crack the rich" idea—exclusive network affiliation contracts—is fallacious. If contracts were non-exclusive, so that any network could schedule programs on any station, it is obvious that the business would gravitate to the biggest station with the best signal at the lowest rate per listener in the major markets. Thus, it seems, the rich would get richer and the poor poorer.

The report, born after a two-year confinement, during which two of the original committee members left the FCC, aside from obvious bias, is antiquated. It was based on conditions existing in 1938—before the authorization of commercial FM, which in itself is a manifestation of how radio's swift pace outruns such conditions. It employs ancient statistics. It was made public by a three-man committee—less than a majority of the full FCC—whereas the original committee comprised four of the Commission's membership of seven.

There is reason to believe that the Administration is none too pleased with the FCC's conduct in the handling of the report, particularly when the keynote at the White House in these parlous times is cooperation with industry. Certainly it is at utter cross-purposes with any industry-cooperation program for its undertones and overtones are such as to infer that mere business success is contrary to the public interest.

In some industry quarters we can understand why, at first blush, there might be the reactions favorable to the report. There are those who feel the networks have been anything but even-handed in their operations over the years. Independent transcription companies have felt the pinch of network competition to the point where operations have become extremely hazardous. But inequities and shortcomings can be cleared up without handing over to a Federal bureau the keys to the safe of every station.

The full seven-man FCC should be apprised, at first hand, of the facts. It should not be swayed by what has been branded by actual parties as a biased, prejudiced and colored report. There should be oral arguments *before* the Commission undertakes to promulgate proposed new rules rather than *after*, because even the accuracy of certain of the committee's "facts" and the truthfulness of some of its conclusions have been challenged.

Radio and Printed Word

SOON to be published is a book *Radio & the Printed Word*, an impartial study financed by the Rockefeller Foundation and carried on for two years by the School of Public & International Affairs of Princeton University. For a preview of some of its findings, significant in the extreme to radio and laying once and for all the ghost of radio encroachment on the newspaper, we are indebted to Matt G. Sullivan of the Gannett Newspapers.

"The findings," Mr. Sullivan reported, "seem to prove that radio listening is not reducing newspaper reading, but rather is increasing it, and there appears to be less and less likelihood that radio can ever displace reading." Since the first newspaper broadcast in 1920, news reporting on the air has increased tremendously—yet daily circulations have jumped from 27,790,000 that year to 39,670,000 in 1939, an increase of 42.7% as compared with an estimated increase in population of 24.3%.

Even habitual non-readers who at first depend on radio grow into newspaper readers; the Princeton study will show that the greater the interest in news the greater the preference for the newspaper over radio news, according to Mr. Sullivan, whose company is itself a major operator of radio stations as well as chain newspapers. It remains for us to see the text of the study itself to learn whether radio news diminishes in interest commensurately, but in the light of station and sponsor experience of recent years that would seem doubtful indeed.

Mr. Sullivan uses 1940 BROADCASTING *Yearbook* figures to show there are 814 stations (now nearer 850) and that 269 (now more than 275) are identified with newspaper ownership. He urges publishers to give careful study to FM because of its possibilities for many more stations. He sees no danger in facsimile to newspapers in general. His report, as a whole, is another proof of the thesis we have long expounded—that radio and the press enjoy a natural affinity and there is no reason whatsoever why they should not continue side by side as free, competitive yet cooperating media for the dissemination of news and advertising.

Forgotten Business

IT HAS ALWAYS seemed odd that radio set manufacturers and dealers, whose very economic existence depends upon what broadcasters broadcast, are just about radio's poorest customers for time. The substantial bulk of the manufacturers' advertising dollar goes to newspapers and magazines.

Manufacturers are just beginning to merchandise FM receivers. They see in it a means of gearing up production of higher cost units. Yet we hear that in their sales meetings around the country, these manufacturers are urging double-trucks in newspapers and magazines, with nary a mention of radio time. Without programs, sets cannot be sold, and vice versa. It seems to us there is a real job of coordination or salesmanship or mutual self-help to be done in these kindred operations.

In FM, for example, the new FCC rules require stations to devote two hours daily to "high fidelity". How better could manufacturers promote their new FM sets than by sponsoring these periods with programs which will give the listener maximum performance?

We Pay Our Respects To —

LEE BOSWELL WAILES

THE LEGEND persists in many informed circles around Radio City that Lee Boswell Wailes, manager of Westinghouse Broadcasting Stations after July 1, is the legitimate father of the quiz show. The story goes that some program wag surreptitiously observed Wailes operate, overheard his phone conversations for one whole day. Then with what he had seen and heard as a pattern, he went away and begot the whole genus of quiz.

Lee Wailes' grey eyes twinkle and his ever fluent smile breaks wide at this story. But if it is a libel, he has never denied it.

Certain it is that ever since April 1931, when he joined the statistical department of NBC, it has been his business to know all the answers. Beginning in September, 1936 Wailes was called upon many times to answer 'Yes' or 'No' for the stations that comprised NBC's M & O family. If he didn't know, he had to find out—somewhere, somehow. And like the omniscient John Kieran, Wailes inevitably came up with the right answer.

With the grace and tact expected from a son of the Old South, Wailes has welcomed the groping, querulous, perplexed gentry of radio management — all with problems, the most consuming of the moment. With his office as the weeping post for M & O stations, Wailes held the hands of managers and their aides, listened patiently to their plaints, helped them out of quandaries and multi-lateral imbroglios, suggested, checked, counselled.

Wailes never rushes into anything. He moves deliberately, but incisively. Nobody stampedes him. Always meeting problems head-on, he rarely temporizes and then only to gain an advantage. He never ducks. He has been a two-way trouble-shooter, a bottleneck for reciprocal problems between stations and network.

Such a workaday portrait might be expected to impress Walter Evans, vice-president of Westinghouse Radio Stations. Mercurial himself, direct and with no stomach for inertia in industry, Evans is forever trying to discover men who possess the rare combination of deliberate judgment and vigorous action.

With the working out of Westinghouse's new deal, whereby NBC drops its program and sales management of Westinghouse stations effective July 1, Walt Evans began his quest for a man to head up the new operations, under his immediate supervision. In Lee Wailes he found a broadcaster with the requisite rounded experience. As of July 1, young Wailes becomes executive head of KDKA, Pittsburgh, WBZ-WBZA, Boston-Springfield, KYW, Philadelphia, and WOWO-WGL, Fort Wayne. The latter two stations, however, have never been under direct NBC program or sales management. Also falling under his managerial aegis are international shortwave stations WPIT, Pittsburgh, and WBOS, Boston.

Lee Wailes spent 35 years preparing himself for his present job as Manager of the Westinghouse Broadcasting Stations. Born June 11, 1905 in Memphis, he attended public schools there and entered Bethany College, Bethany, W. Va. in 1924. At once taking prominent rank in campus activities, Wailes was class president in his sophomore year. Illness forced him out of college until the fall of 1926, when he resumed study at Southwestern University in Memphis.

Graduation in 1929 found Wailes with a fine assortment of extra-curricular honors. His profile in the senior year book disclosed him as captain of the varsity tennis team, president of the glee club, vice-president of the honor council and college annual editor-in-chief.

As a matter of fact, it was during his college course that Wailes had his first contact with broadcasting. Tenor soloist with a male quartet, he sang frequently over a Memphis station. It appears from the record that the harmony was tolerably acceptable, for the program was sponsored by a clothing store.

Wailes had his taste of life the hard way, too. Once as summer vacation nomads, he and a college friend set out for California. Inadvertently they made certain of adventure by leaving all ready cash at home. Things broke badly, and they found themselves stranded in Albuquerque, N. M., but by sheer pluck, and resourcefulness in forcing the breaks, they finally made the Coast.

Now a mature and circumspect broadcasting executive, Lee never for a moment disowns the fact that once he clerked in an Army & Navy Store, chauffeured an elderly couple, worked with a construction gang in Long Beach and was a stevedore at San Pedro harbor. All in order to eat!

After a summer of such adventures, the boys' odyssey ended dismally with the forced sale of a prized T-model racing job. With the proceeds they paid coach fare back from New Mexico to Memphis.

Wailes first job in his serious quest for a career was in Wall Street. It took him no time to decide that he didn't want to remain a bank messenger. Notwithstanding such choice assignments as delivering bonds to Elinor Glynn! Ambitious to go places, he joined the training class in statistics, accounting and securities.

Came the ill-winds of the early '30s. But they proved auspicious for Lee. In 1931 he offered his specialized training to NBC. Accepted as an assistant to Paul F. Peter, now research director of NAB, he was given charge of market research in the statistical department.

Four years later he was made assistant chief statistician of NBC, and in 1936 won an important promotion to the department of managed stations, of which group he became manager on May 1, 1939. During four years in that department, Wailes served both under Alfred H. Morton, now vice-president in charge of television, and William S. Hedges, vice-president of the stations department.

Wailes deprecates his own accomplishments, protesting that not much could possibly happen to a man barely turned 35. That much has happened undoubtedly has some reference to a strong personality. Lee's poised, urbane manner radiates a warmth and mellow cordiality, unmistakably Southern. Kindly, sympathetic, he has yet a penetrating shrewd and firm side. Those who clip their bouquets call him "regular".

In his climb to executive ranks, Lee Wailes has accumulated one of the most loyal groups of friends of any man in radio. What's more, he always has had the confidence and gratuitous support of his associates, as well as the respect of the industry as a whole.

In 1934 he married Mynarda Bodel, daughter of an Army officer. They have a three-year-old son, Stephen. For outside interests Lee is definitely sports-minded. Now and then he dusts off his tennis racquet or golf clubs. When he's off his game, he putters round the yard or goes to a ball game. He follows the fortunes of the New York Giants because he used to watch Bill Terry, Giant's manager, play sandlot baseball in Memphis. And in those days Bill Terry not only covered first base, but also pitched and played in the outfield.

That, suh, is Lee Boswell Wailes, descendant of an old Louisiana family and, on his own, a right smart son of Dixie.

Personal NOTES

R. T. CONVEY, president of KWK, St. Louis, in mid-June was elected a vice-president and member of the board of directors of the Missouri State Golf Assn. at its annual convention in St. Louis. Bob Richardson, KWK national sales representative, qualified in the championship flight of the State tournament held in conjunction with the convention.

MIRIAM EASTBURN, assistant secretary to Commissioner T. A. M. Craven, of the FCC, is convalescing from an emergency appendectomy performed June 17.

J. HOWARD WORRALL, president and manager of the Hawaiian Broadcasting System, recently visited Percy L. Deutsch and A. B. Samrock, president and station relations manager, respectively, of World Broadcasting System, at their New York headquarters, to discuss operation of World Program Service on stations KHBC, Hilo, and KGMB, Honolulu.

JACK DE RUSSY, recently of the sales staff of KYW, Philadelphia, has joined NBC to handle sales in the New York, Baltimore and Washington areas.

HARVEY STRUTHERS, of the sales department of WCCO, Minneapolis, on June 22 married Helen Gould.

LARRY COKE, formerly of KMMJ, Grand Island; KGNF, North Platte, and KORN, Fremont, Neb., has joined the commercial department of KSCJ, Sioux City, Ia.

LOUIS SIMON, formerly with KQW, San Jose, Calif., has joined the sales staff at KYA, San Francisco.

BOB DEHAVEN has joined the sales staff of KYSM, Mankato. He is no relation to Minnesota's other Bob DeHaven, production manager of WTCN, Minneapolis.

ALFRED J. McCOSKER, president of WOR, Newark, and chairman of the board of MBS, and Theodore Granik, director of the MBS *American Forum of the Air* program, have been elected to the board of trustees of the Associated Health Foundation, first non-profit medical insurance group licensed in New York state.

LENOX R. LOHR, president of NBC, in accordance with his annual custom, has invited all NBC employes to attend a July 4 outing at his estate in Tarrytown, N. Y.

EDWARD KLAUBER, CBS executive vice-president who has been recuperating from a gall bladder operation since last April 17, on June 25 returned to his desk.

O. L. SMITH, of the sales staff of WNOX, Knoxville, Tenn., has been elected president of the local City Salesmen's Club.

FRANK W. WOZENCRAFT has resigned as general solicitor of RCA to become general counsel of RCA Communications Inc., common carrier subsidiary.

LESLIE H. PEARD Jr., newly named sales manager of WBAL, Baltimore, is the father of a boy born June 21.

HECTOR DOUGALL, CKPR, Fort William, Ont., is president of the Thunder Bay Air Training School, a unit in the British Empire Air Training Scheme. The school opened June 24 at Port Arthur, Ont.

BILL HARVEY, of the commercial staff of KTAR, Phoenix, Ariz., is the father of a girl born June 20.

CHARLES J. SHEPPARD, formerly western manager of A. E. Clayden Inc., newspaper representatives, has been appointed sales manager of Press-Radio Features Inc., Chicago, according to an announcement June 15 by Paul Weichelt, secretary of the company. Before entering the newspaper representative field in 1937, Mr. Sheppard was with the American Press Assn.

E. ANSON THOMAS, commercial manager of KROC, Rochester, Minn., has resigned to join his brother, Lloyd C. Thomas, in the operation of KGFW, Kearney, Neb.

WILLARD DELANO WHITFIELD, of the NBC staff at Radio City, New York, sailed from San Francisco on the *Nitta Maru* June 12 for Tokyo, where he is scheduled to deliver a series of lectures at the Oriental Culture Summer College. Whitfield is going to Japan at the invitation of the Japanese government and the personal invitation of Kaju Nakamura, Japanese banker, publisher and member of the Japanese Diet.

BEV DEAN, promotion manager of WCKY, Cincinnati, is the father of a girl born in mid-June.

A. W. CRAPSEY, KOA, Denver, manager of local sales, was recently elected president of the Denver Advertising Club.

LENOX R. LOHR, president of NBC and soon to become president of the Chicago Museum of Science and Industry, is chairman of the radio division of the Greater New York Men's Committee to raise $3,000,000 for the relief of Dutch refugees.

ROBERT C. MAYO, formerly of the CBS sales staff, New York, on June 17 joined the sales department of WOR, Newark.

LEWIS H. TITTERTON, manager of the NBC script division, has been appointed editorial advisor in the field of radio to the *American Scholar Magazine*, national Phi Beta Kappa quarterly.

JOSEPH LOPEZ, general manager of WICC, Bridgeport, Conn., is the father of a boy born June 15.

KING HARRIS, formerly of the radio department of J. Sterling Getchell Agency, New York, and more recently with Erwin, Wasey & Co., San Francisco, on June 15 joined the KPO-KGO, San Francisco sales staff.

FRANK R. BRICK Jr., for several years chief engineer of Finch Telecommunications Inc., Passaic, N. J., has been appointed vice-president in charge of Finch facsimile activities in aviation, according to a June 20 announcement by President W. G. H. Finch. A former Navy flier, Mr. Brick will intensify activities in the use of facsimile apparatus for aircraft.

HOWARD LANE, general manager of the McClatchy radio stations and chairman of the Northern California Broadcasters Assn., has been named by Governor Culbert Olson to the State Council of Defense.

CARL NIELSEN, account executive of KYA, San Francisco, recently became the father of a baby girl.

WHLD Completes Staff

STAFF of the new WHLD, Niagara Falls, N. Y., which went on the air in May with 1,000 watts daytime on 1260 kc. and which is licensed to the firm publishing the *Niagara Falls Gazette*, has been completed. It is headed by Earl C. Hull, former chief engineer of WKY, Oklahoma City, who holds the title both of general manager and chief engineer. The staff includes: Ben Bezoff, program and news director; Joseph Bernard, commercial manager; Richard Robbins and William Longood, salesmen; Fin Hollinger, continuity chief; Larry Lawrence, Alden Foz and John Hollis, announcers; Dean Hiatt, chief operator; Howard Quade, Robert Wilson, Arlen Brown and Paul Nassoiy, engineers; Robert Manning, Ruth Prindle and Ann Louise Foltz, office staff. The station is represented nationally by Headley-Reed Co.

CANADIAN WHEAT BELT HAS MORE MONEY TO SPEND

War stimulates Trade in Western Canada

● The Canadian farmer is in the money . . . the mines and smelters are busy . . . *business is booming in Western Canada.* All this means a ready market for your product.

MOVE IN ON THE CANADIAN WEST THROUGH THESE BASIC STATIONS

First in Listener Preference— Write for Audience Figures

CKCK	Regina, Sask.
CHAB	Moose Jaw, Sask.
CJOC	Lethbridge, Alta.
CFAC	Calgary, Alta.
CJCA	Edmonton, Alta.
CJAT	Trail, B. C.
CKOV	Kelowna, B. C.

Representatives:

U.S.A-WEED and COMPANY

CANADA - All-Canada Radio Facilities Limited

Meet the LADIES

MRS. PAULA WILHITE

NOT ONLY in radio, which she confesses is her chief interest, but in other lines of business activity, Mrs. Paula Wilhite, recently elected secretary-treasurer of WGST, Atlanta, is a shining example of the modern American woman executive. For the last six years she has been office manager and financial executive of the station; recently the stockholders elected her to the new office and the board. Before joining WGST she was assistant manager of the Atlanta branch of the Grand Rapids Store Equipment Co. In addition to her WGST duties, she holds the posts of secretary-treasurer of the local Commercial Investment Discount Inc. and treasurer of Commercial Insurance Agency.

Dial to Mike

A. M. WOODFORD, for 11 years with WBAP, Fort Worth, recently was transferred from the station's engineering department to become production director of WBAP and its sister station, KGKO. Woodford has just completed an assignment as engineer and production director for the 115th *Texas Prison Series* program on WBAP. Before joining that station he was associated with Tropical Radio & Telegraph Co. as a radio operator.

Radio Man Becomes Mayor

JOHN BEALS CHANDLER, chairman of the board of 4BH, Queensland, Australia, unit of Macquarie Network, was recently elected Lord Mayor of Brisbane. He has been in radio for more than 10 years and is a past president of the Australian Federation of Commercial Broadcasting Stations. Macquarie Network has added two new 2,000-watt stations to its list, one in central and the other in northern New South Wales. They are 2GZ, Orange, and 2NZ, Inverell.

James W. Hurst

JAMES W. HURST, 60, father-in-law of J. L. Van Volkenburg, assistant to the vice-president of CBS, Chicago, was instantly killed in a head-on automobile collision in Lyons, Ill., June 24. Mrs. Hurst sustained a fractured arm and leg and possible fracture of the skull but is expected to recover.

Unfair List Threatened By Writers on Coast in Disc Firm Negotiations

A PEACEFUL settlement of differences between Assn. of Radio Transcription Producers of Hollywood and western division of Radio Writers Guild, that city, appeared imminent with representative committees from both groups getting together in late June in an effort to draft a code agreement.

RWG in mid-June sent telegrams to several Hollywood transcription concerns threatening to publish an unfair list on June 17 if they did not sign a submitted working agreement. Transcription producers retaliated with warning they would take legal action against RWG should the latter carry out its threat. They declared they had not been notified of an official RWG negotiating committee and denied having received a code proposal from RWG, although it was understood that there was a definite agreement on the part of the writers to furnish one.

AFRA Cooperation

About 20 transcription producing concerns in the Los Angeles area would be affected. There are about 30 companies on the West Coast producing and making transcriptions. Only 10 have signed RWG contracts, according to Guild executives. If an unfair list is published, writers will be instructed not to work for any of the firms listed. Such a list, according to Guild executives, would also be sent to AFRA and cooperation of that group sought. RWG executives declared every effort had been made to get together previously with the transcription production units before it took the unfair list threat. Producers on the other hand, claimed they were not advised of negotiations.

Practically all West Coast transcription activities have been suspended. Several Hollywood transcribers declare profitable operation is impossible under present circumstances. AFRA on the West Coast, several weeks ago submitted its proposed code to the producers, but an agreement is not expected for some time.

Newspaper Guild Starts Hunt for Radio Openings

AMERICAN NEWSPAPER GUILD, through its national placement service, has launched a nation-wide campaign to find jobs for its unemployed members as radio news editors and writers, as well as in the publicity and continuity departments of stations. Campaign is the result of survey among radio stations by the Newspaper Guild of New York, started early this spring [BROADCASTING, April 15].

Every radio station has received a letter, signed by Morris Watson, director of the Guild's placement service, outlining the current demand of the listening public for news and telling radio men what experienced newspapermen, currently unemployed because of mergers, consolidations and suspensions in the newspaper field, have to offer a radio news department. The letter, mailed in folder form, includes an endorsement of the campaign signed by Richard Bard, news editor of WNEW, New York.

BEHIND the MIKE

MORDEN BUCK, formerly manager of KWFT, Wichita Falls, Tex., and previously with WHEC, Rochester, N. Y., and WJNO, Palm Beach, Fla., has joined the announcing staff of KMOX, St. Louis. George Perrine, formerly an instructor in foreign languages at the U of Illinois and Columbia U, also has joined the KMOX newscasting staff. Perrine, who can speak nine languages, for several years was heard on a CBS news program.

CHARLES SEBASTIAN, formerly program director of WHDL, Olean, N. Y., has joined the announcing staff of KCSJ, Sioux City, Ia. Recently he married Margaret Karlstrom, formerly musical director of WDAN, Danville, Ill. Wally Hatter, with KSCJ for the last two years, on June 22 joined KVFD, Fort Dodge, Ia., as sportscaster.

ROBERT COCHRANE and Roger McGovern have joined the announcing staff of WWSW, Pittsburgh, filling vacancies created by the transfer of Bob Merryman to the announcing staff of KDKA, Pittsburgh, and Ollie O'Toole's joining the Horace Heidt troupe.

EDWARD G. WEBER, formerly day captain of the guide staff of NBC, Chicago, has been promoted to the special events and news department. Warner Holmgren became captain. David S. Squires, new to radio, has been added to the staff to fill the vacancy.

PHIL BOWMAN, producer of WBBM, Chicago, on June 18 became the father of his second child, Virginia Judy Bowman.

TOM FOY, formerly of the WGN, Chicago, continuity department, has been named head of the newsroom.

EUGENE S. PULLMAN, news editor of WIRE, Indianapolis, was chairman of the radio news service panel of the North Central Radio Work Conference held at Indiana U, on June 21.

PERCY FAITH, young Canadian musician whose *Music by Faith* has been heard on CBC for the last two years, on July 1 became permanent conductor of the *Carnation Contented* orchestra, heard over the NBC-Red, Monday nights.

FRANK BLAIR, announcer of WOL, Washington, is the father of a son, Thomas Stephen Blair, born in mid-June.

HARRY S. WALSH, of the WGN, Chicago, musical staff and director of *The Northerners*, male quartet, on June 25 married Virginia Frazier.

JACK KELLY, announcer of WKBH, LaCrosse, Wis., on June 25 married Eleanore Hoffman.

BASIL LOUGHRANE, director of *Light of the World*, sponsored on NBC by General Mills for Bisquick, is writing a radio handbook for beginners titled *On the Air*

THOMAS CAREY, announcer of NBC's International division, on June 22 married Irene Whitla of Ridgewood, N. J.

HOWARD LANOISE, former assistant manager of Loew's Mayfair Theatre, New York, has joined WHN, New York, as assistant night manager, succeeding Frank Danzig, who has joined the announcing staff of WMCA, New York.

GEORGE BRYAN, free-lance announcer and formerly a news commentator on WMCA, New York, has joined the CBS announcing staff.

JOHN F. HOGAN, who has had a part time assignment with WMAZ, Macon, Ga., during his senior year at Mercer U, recently joined the fulltime announcing staff of the station following his graduation.

STEPHEN J. MANOOKIAN, Boston newspaperman, has been named public relations director of WORL, Boston, succeeding Marjorie Spriggs, who recently joined the publicity staff of WBZ, Boston. Winslow Porter, WORL announcer, and Katherine Jackson recently announced their engagement.

Weakley Weekend

IT TOOK the Coast Guard to rescue Scott Weakley, production manager of KROW, Oakland, Cal., from his latest predicament. Starting for a weekend cruise early in June, Weakley ran into foul weather a few miles up San Pablo Bay and his 17-foot cruiser, *Little Lil*, ran aground and shortly was smashed by high seas. Clinging perilously to some old pilings on isolated Brooks Island, about 15 miles from San Francisco, he was rescued nearly 20 hours later. This was Weakley's fourth boat accident, and he indicates he has finally decided to abandon the sea. He indicates that he is thinking of putting the salvage money, if any, into a small cabin plane.

BOB POLLOCK, formerly of WSB, Atlanta, has joined the announcing staff of WCAU, Philadelphia.

DAVID SIEVERS, dramatic director and announcer of WGBR, Goldsboro, N. C. and graduate of the Carolina Playmakers, is directing *Wayne Playhouse of the Air* as a regular Friday night presentation of full-hour adaptations of great plays. He also acts in the plays.

HELEN R. ANDERSON, secretary to Arthur Hull Hayes, sales manager of WABC, New York, was married June 27 to John Paul Hartigan, advertising manager of Kalart Co., New York photographic equipment company.

DICK PACK, who recently joined the press department of WOR, Newark, on June 27 married Laura Lipkin.

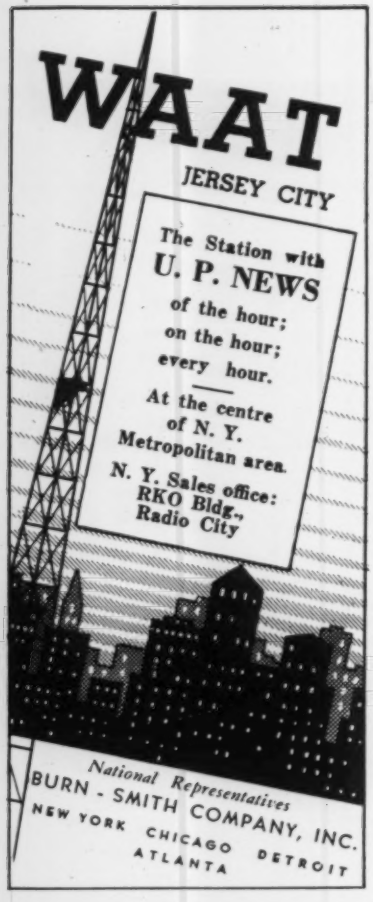
TOR TORLAND, newscaster of KOA, Denver, has been elected president of the station's recently formed employes' recreation group. Russ Thompson, transmitter engineer, was named vice-president, Eddie Sproul, secretary-treasurer, and Mary Mortimore, chairman of women's activities.

KENNETH HUDDLESTON, formerly with the radio education department of Kentucky U, has been named educational director of WNOX, Knoxville, Tenn. Frank Brink, formerly of WROL, Knoxville, has joined the WNOX announcing staff.

WILLIAM WINTER, news analyst of WBT, Charlotte, N. C., on June 18 was appointed news editor.

FM
Synchronized
BY
Western Electric
SEE PAGE 7

KSD IN ST. LOUIS
NBC BASIC RED NETWORK
has full time
KSD has a greater Daytime Population Coverage Area than any other St. Louis Broadcasting Station.
KSD has led with "Firsts" in nation-wide program Popularity Polls since 1935, assuring listener preference in St. Louis.
The Distinguished Broadcasting Station
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES



HUGH ASPINWALL, heard for the last seven months of the *Country Journal* of KMOX, St. Louis, has re-signed from the KMOX staff to continue his *Chick Martin* recordings for Purina Mills at World Broadcasting System, Chicago. Going to Hollywood late in July, he is to appear in a forthcoming motion picture to be produced by Columbia Pictures.

BYNON PRANCE, graduate in agriculture of the U of Georgia and formerly with the AAA, has joined WSB, Atlanta, as farm director, and on May 17 started the *Farm Radio Hour* as a daily 5:30-6:15 a. m. feature.

EMERSON S. SMITH has been promoted to program director of KDYL, Salt Lake City, with John Woolf named assistant and Douglas Gourlay, chief announcer.

FRANK AUSTIN, formerly of KDYL, Salt Lake City, and KVOD, Denver, and Dick Crawford, of KFXM, San Bernardino and KVOE, Santa Ana, Cal., have joined the announcing staff of KROW, Oakland, Cal. Harlan Dunning, formerly of KROW, has joined the announcing staff of KSFO, San Francisco.

EDWARD J. NAGLEY has joined the continuity and announcing staff of KRIS, Corpus Christi, Tex. George Morrison has resigned from the KRIS continuity staff and intends to leave radio, although he has announced no future plans.

DOUG ARTHUR, program director of WIBG, Glenside, Pa., is the father of a girl born June 14.

NORMAN BRINSLEY, formerly program director of WKBB, Dubuque, Ia., and WHIP, Hammond, Ind., has joined WIBC, Indianapolis, as continuity chief and announcer. Jack Morrison, Notre Dame student, also has joined the WIBC announcing staff.

EVELYN GARDINER, director of the *Home Forum* of KDKA, Pittsburgh, has been elected president of the Pittsburgh Women's Advertising Club.

HELENE M. CASKIN, the *Story Lady* of KYW, Philadelphia, recently signed to record six sides for RCA-Victor Bluebird records, telling the story of the "Nutcracker Suite" based on the book, "The Nutcracker of Nuremburg", by Donald E. Cooke. Mrs. Caskin's narration is to be backgrounded by music from Tchaikovsky's "Nutcracker Suite".

NEIL REAGAN, formerly program manager of WOC, Davenport, Ia., has joined KFWB, Hollywood, as summer relief announcer. He is a brother of Ronald Reagan, formerly WHO, Des Moines, announcer, and now a Warner Bros. contract film actor.

NED PAYNE, 22-year-old page boy at NBC's Hollywood Radio City, resigned in June to serve with an ambulance unit of the American Red Cross in France. Payne also went through the recent Russo-Finnish war. He sailed for France in mid-June.

DONALD F. DAVIS, for two years newscaster of KMJ, Fresno, Cal., has been transferred to KWG, Stockton, Cal., as announcer.

FRED REINHARDT, formerly of WGIL, Galesburg, Ill., has rejoined the announcing staff of WTRC, Elkhart, Ind.

GEORGE JAY, KFWB, Hollywood, is recovering from rib injuries received in a recent accident.

ALDEN L. FOX, formerly of WBNY, Buffalo, has joined the announcing staff of WHLD, Niagara Falls, N. Y.

TED ALLAN, CBS Hollywood photographer, has recovered from a serious eye injury received recently while chipping plaster from the ceiling of his home.

JACK KELLY, of the sports staff of WWL, New Orleans, on June 18 married Katherine Chester.

WILLIAM GAY, KNX, Hollywood, day supervisor and chief announcer, and Nancy McKenna, model, were married in that city June 28.

CATHERINE CUNNINGHAM, formerly of Sterling Adv. Agency, New York, and previously assistant to the beauty editor of *Picture Play* magazine, has joined the press department of WOR, Newark, to handle program information and newspaper listings.

GENE CHENAULT, KMJ, Fresno, Cal., and Ethelyn Riley, were married June 22.

MARK HAWLEY, newscaster of WOR, Newark, has been elected first vice-president of the Town Hall Club, New York.

HAL TUNIS, announcer of WBIG, Glenside, Pa., on June 30 married Sylvia Schwartz in Philadelphia.

JOE CONNELLY, in charge of special events and station promotion of WCAU, Philadelphia, and Mary Louise Malone, until recently in the press department of WFIL, Philadelphia, have announced their engagement.

WHEN Ford Bond (r) announced his 500th *Cities Service Concert* on NBC-Red, Harry D. Frueauff, Cities Service vice-president, presented him with a gold wrist watch. Mr. Bond joined the NBC announcing staff in 1929 and a year later broadcast his first *Cities Service Concert*, now in its 14th year of weekly broadcasts at the same hour on the same network.

JOHN BERNBOLM, former *Chicago Tribune* advertising man, and Marvin Welt, in show business 23 years, have been added to the new WGN, Chicago, talent office.

LEE KIRBY, of the sports staff of WBT, Charlotte, N. C., has been signed by Atlantic Refining Co. to handle a series of special baseball broadcasts on WSOC, Charlotte. He also will continue regular duties.

ELDON HOLMES, staff pianist of WNAX, Yankton, S. D., in mid-June married Veronica Dineen.

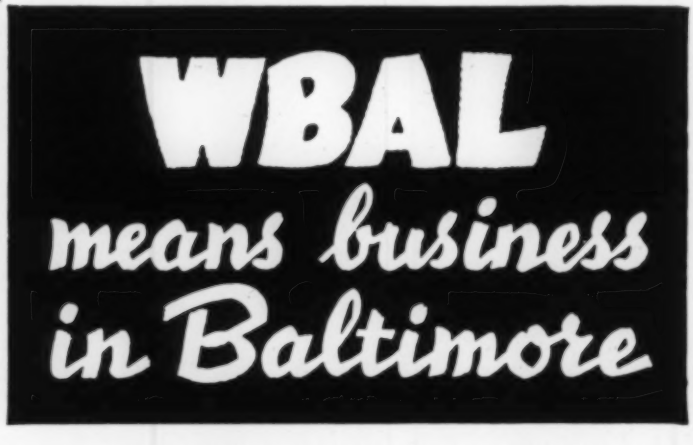
HALE BYERS, recently appointed news editor of WCCO, Minneapolis, and Helen Reis, who has joined the WCCO publicity staff, recently were introduced to representatives of Minneapolis papers and press associations at a party given by the station.

ART CARNEY, mimic with no previous announcing experience, has been appointed regular announcer for the two Lewis-Howe Co.'s programs on NBC, *Pot O' Gold* and *Musical Treasure Chest*, both of which are broadcast from different sections of the country with Horace Heidt's orchestra. Carney, who got the job on his first audition, also doubles on imitations and comedy singing on the programs, assisted by Ollie O'Toole.

TOBY REED, formerly an announcer of KFRC, San Francisco, is now narrator on the five-weekly quarter-hour NBC Pacific network program, *True Life Dramas*, sponsored by Langendorf United Bakeries, and originated from Hollywood.

DON PORTER, Los Angeles producer of the California State Department of Education on the Don Lee network program, *The Story of American Freedom*, has announced his engagement to Connie Delaplane of that city.

Steel Industry Expanding On Wide Front
Large Demand In Steel From U. S. Concerns
Upward Trend in Output Is in Orderly Fashion, "Iron Age" Declares
PICK-UP IN NEW ORDERS LIFTS STEEL OUTPUT
Improved Domestic, Export Business Increases Mill Backlogs
PLUS Sales Volume
for your product . . .
The headlines above . . . from Pittsburgh daily papers, mean more jobs . . . bigger payrolls . . . more money to spend! Check up on your sales plans for the Pittsburgh-Allegheny County area . . . the KDKA area . . . and do it now!
50,000 watt KDKA is the ONLY Pittsburgh station completely covering the Tri-State industrial area.
WESTINGHOUSE
KDKA
PITTSBURGH
50,000 WATTS
Represented Nationally by NBC
SPOT Sales Offices
NEW YORK CHICAGO SAN FRANCISCO BOSTON
CLEVELAND DETROIT HOLLYWOOD PITTSBURGH



JOHN PASCIUTTI, of the continuity department of WOV, New York, is the author of a story on spurious art, titled "Case of the Master Fakir", appearing in the June issue of *Coronet*.

BOB CARLTON, for the last two years production chief of WGIL, Galesburg, Ill., has joined WMRO, Aurora, Ill., as program director and chief announcer.

JACK CAHILL, program director of KADA, Ada, Okla., on June 14 married Jean Harwell.

SHIRLEY LAUTER, assistant publicity director of Don Lee Broadcasting System, Los Angeles, has announced her engagement to David Horton of that city. The wedding is scheduled for October.

CLINTON JONES, CBS Hollywood news bureau writer, is conducting a radio writing course for the evening classes of Southern California U during the summer.

DON SIMS, of the continuity staff of CKLW, Windsor-Detroit, is the father of a girl born in mid-June.

SAM MOORE, Hollywood writer, takes over the summer assignment of Don Quinn on the NBC program, *Meredith Willson's Musical Review*, sponsored by S. C. Johnson & Son (wax), which replaces *Fibber McGee & Molly*, effective July 2 for 13 weeks.

NORMA YOUNG, conductor of the daily *Happy Homes* program on KHJ, Los Angeles, has been elected president of the Los Angeles Advertising Women.

LESTER BASHARA, formerly of KTRI, Sioux City, Ia., has joined the program staff of KGFW, Kearney, Neb.

JIM BANNON, KFI-KECA, Los Angeles, announcer, is the father of a boy born June 15. Mrs. Bannon is the former Beatrice Benaderet, radio actress.

AILEEN SOARES, NBC religious editor, on July 8 in Essex Falls, N. J., will be married to Jack Miles, recently resigned from NBC press department and now with the *New York World-Telegram*.

TED DRISCOLL, Los Angeles designer, has been appointed art director of television station W6XAO, that city, owned and operated by Don Lee Broadcasting System. He designs sets and decorations for telecasts.

JEWELS HACK, formerly of the NBC guide staff in Chicago, has joined the announcing staff of KSO-KRNT, Des Moines.

JIMMIE BYRON, assistant city editor, and Presley Bryant, state editor of the *Fort Worth Star-Telegram*, have started special news programs on WBAP, Fort Worth. Byron handles a six-weekly early morning quarter-hour, *What Happened Last Night*, and Bryant a Sunday afternoon quarter-hour, *News Review of the Week*. Both programs originate in studios at the newspaper.

JOHN FACENDA, announcer of WIP, Philadelphia, on June 24 left on a 10,000-mile motor trip through the United States and Canada.

SIDNEY WILLARD has joined the announcing staff of WTOC, Savannah, Ga.

ROBERT EDMUND DWAN of the production department of KPO-KGO, San Francisco, on Aug. 7 is to marry Lois Smith, of Baker, Ore.

RALPH R. BRYAN, formerly with KGMB, Honolulu, and KQW, San Jose, recently has joined KYOS, Merced, Cal., as copy writer.

PEGGY NEAL, violinist of KPO-KGO, San Francisco studio orchestra, was married recently to Edson Gilham, also a musician.

FRANK SHAFFER and Bob Wagner, new to radio, have joined the announcing staff of WCMI, Ashland, Ky.

Derby Sproul Appointed KLZ Production Chief

DERBY SPROUL, formerly program manager of KDKA, Pittsburgh, on June 17 joined KLZ, Denver, as production manager. Denver is Sproul's native city, and previously he had worked on the advertising staff of the *Denver Post* and the writing and production staff of KOA. Other previous experience includes a year with KHJ, Los Angeles, and the Don Lee network, as well as several years in the promotion department of the *Los Angeles Examiner* and with a West Coast magazine.

Mr. Sproul

Another newcomer to KLZ is Walter M. Harrison Jr., formerly of WKY, Oklahoma City. Son of the managing editor of the *Daily Oklahoman* and *Oklahoma City Times*, which also are owned and operated by Oklahoma Publishing Co., Mr. Harrison has joined the KLZ news staff. A graduate of Oklahoma U and Columbia U, he was a reporter with the *Houston* (Tex.) *News-Chronicle* before joining the WKY news bureau.

Radio for Boys

TO TEACH youngsters the fundamentals of broadcasting KGNC, Amarillo, Tex., on June 22 started its new weekly *Boys Radio Club of the Air*. From 10-10:30 a.m. every Saturday through most of the summer, boys from Amarillo and neighboring communities are invited to gather at KGNC studios for club sessions. Each week some department head of the station talks on his phase of radio, illustrating with demonstrations and using station facilities. The course includes instruction in the technical, production and business phases of radio.

Price Mention Allowed In Canada for Charity

THE NEW price mention regulation of the Canadian Broadcasting Corp. [BROADCASTING, June 15], has been interpreted by the CBC also to allow the solicitation of specific sums of money in appeals on behalf of charitable, patriotic or public service organizations. Mention of such sums has now been ruled as not being price mention.

In a circular letter to station managers dated June 20, Horace Stovin, CBC station relations supervisor, outlined as price mentions now allowed on Canadian broadcasting stations: (1) Price of CBC publications; (2) price mention on premium-merchandising offers; (3) price mention up to 25c for non-sponsored station coverage tests; (4) mention of postage for premiums or booklets to cover cost of postage, mailing and handling; (5) identification and announcement of certain sales and merchandising days as "dollar day", "one-cent sale" etc.; (6) trade names which include a price such as "nickel bar" or "five spot shoes".

We announce with pleasure

the appointment of

one of the industry's well known figures

JAMES W. BALDWIN

to be Assistant to the President

of Finch Telecommunications, Inc.,

with offices in the national capital

at 815 Fifteenth Street (Bowen Bldg.),

Washington, D. C.

TELEPHONE NATIONAL 2130

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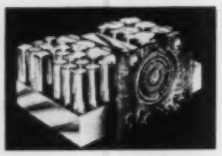
SCOTT
Frequency Modulation
RADIO

UTTERLY NEW!

STRANGELY AND BEAUTIFULLY UNLIKE ANY RADIO RECEPTION YOU HAVE EVER HEARD

FREQUENCY MODULATION . . . the sensational new and entirely different system of radio broadcasting and reception . . . has been approved and declared "highly perfected" by the Federal Communications Commission. It is generally predicted that some 1000 new F.M. transmitters will be installed at an early date. More than 20 are already in full operation. A completely new type of receiver is required for this amazing new Frequency Modulation reception! Always far ahead, Mr. E. H. Scott has developed a magnificent new SCOTT custom built F.M. Receiver which is causing a sensation. It creates a perfection in radio reception far above any the world has known!

NO STATIC, NO INTERFERENCE, NO "NOISE"!



Frequency Modulation reception by the remarkable new custom built SCOTT is incredibly beautiful . . . like a dream come true! NO STATIC, no interference, no "noise" can be heard within the service area of the F.M. Transmitter. In fact, the most favorable conditions for demonstrating are in the midst of a crashing electrical storm, where the ordinary radio is rendered useless! During pauses between programs or stations there is nothing but deep silence . . . only the dial lights tell you the current is on. Tone is so utterly realistic it is practically impossible to tell the difference between the original sound broadcasted and SCOTT F.M. reproduction!

BE FIRST TO OWN THE F.M. SCOTT!

Don't wait. Be among the first to own this sensational new home entertainment. The custom built SCOTT is now ready to receive the new Frequency Modulation programs on the new F.M. wave band allotted by the government. ONLY the SCOTT gives a 5 year guarantee and custom builds to order, with infinite precision. The newest SCOTT offers local broadcast, short wave, and the new F.M. reception all on one chassis! Send now for amazing facts and moderate prices.

MAIL COUPON FOR MONEY SAVING OFFER!

E. H. SCOTT RADIO LABORATORIES, INC.
4438 RAVENSWOOD AVE.
DEPT. 6M40
CHICAGO, ILLINOIS

Send all the facts, analysis of Scott receivers, and order blank. NO obligation.

Name _____

Address _____

STUDIOS: NEW YORK, CHICAGO, LOS ANGELES, DETROIT, BUFFALO

THE PANEL on "Radio Censorship and Supervision" drew this group of broadcasting figures, numbered among more than 50 attending the North Central Radio Work Conference at Indiana U, Bloomington, June 20-21. Seated (l to r) are Mrs. Lavinia Schwartz, CBS, Chicago; Karl Detzer, *Reader's Digest*; Wilfred Guenther, WLW, Cincinnati; Judith Waller, NBC, Chicago. Standing (l to r) are Robert Kennett, WHAS; Charles E. Schroeder, WGRC; S. A. Cisler, WGRC; Allan Miller, University Broadcasting Council; Dr. Lee Norvelle, Indiana U radio director; Thomas Smith; Charles Harris, WGRC; Dick Williams; William C. Swartley, WOWO; Archie McKinsey, Chicago U; Franklin Tooke, WOWO; Hugh Potter, WOMI; Francis J. Higgins; WDAN; Frank Schoole, WILL; Harold A. Safford, WLS; Eldon Park, WLW; Gene Trace, WMBD; Clair B. Hull, WDZ; William Ebel, WILL; C. A. McLaughlin, WIBC; Charles Richardson, WDAN; Ted Magin, WDAN; Robert E. Allen, Indiana U program director. Also registered for the conference were Maj. Edwin H. Armstrong, FM Broadcasters Inc.; Guy Hickok, NBC; Gerald Cassens, WJBL; N. D. Cline, WHAS; W. Lee Coulson, WHAS; W. W. Eitel, Eitel & McCullough, San Bruno, Cal.; Martin Leich, WGBF-WEOA; Frank Lindsay, WSOY; Gilmore Nunn, WLAP; Eugene Pulliam Jr., WIRE; Paul Rusky, WSOY; S. Stephenson Smith, ASCAP, New York; J. Oren Weaver, CBS, Chicago; Edward L. Brant, UP; Bennett Wolfe, AP; James Cox, WAVE; B. Ray Cummings, Farnsworth; Ned Reglein, Indiana U.

FM Signals Follow Several Horizons, Armstrong Tells Indiana Radio Session

DISCUSSING subjects ranging from FM to educational broadcasts, more than 50 Midwest station executives attended the North Central Radio Work Conference, held June 20-21 at Indiana U, Bloomington. Four panel sessions were held each day, highlighted by appearances by Maj. Edwin H. Armstrong, pioneer FM inventor and Guy Hickok, director of NBC's international shortwave broadcasting. Karl Detzer, roving editor of *Reader's Digest*, spoke on "What the American People Expect of the Broadcaster", at a dinner concluding the two-day meet. The conference was arranged by Lee Norvelle and Robert E. Allen, of the Indiana U radio department.

Maj. Armstrong, explaining his FM system, reviewed the present status of FM operations. Commenting that station operators will not be caught napping in utilizing FM's "staticless" propensities, he declared that FM operation would be specially advantageous to small stations. Properly transmitted FM signals will travel not only one horizon but several horizons, he pointed out, and gave examples to refute the conception that FM signal transmission is strictly line-of-sight.

Speed Problems

While music is carried with greater fidelity, distortionless and staticless transmission by FM is more exacting on the work of announcers and speakers, Maj. Armstrong pointed out, adding that test operations have indicated numerous speech practices of established announcers which must be corrected. During a luncheon talk, he observed that "everything that has been accomplished in science was at one time sworn to be impossible", philosophizing that "the best way to look into the future is to look at the past".

Mr. Hickok, in a talk attended by more than 500 students and townspeople in addition to the broadcasters, predicted, "If the war does not last too long, radio is going to make the entire world one whispering gallery, one big room. It will aid in making all questions of isolation and separation obsolete. In the present international melee," he commented, "the function of American international broadcasting has been to refrain from propaganda, to attempt to give a completely objective account of the news."

Promotion and Merchandising

Participants generally agreed it was impossible to lay down a universally satisfactory formula for promotion and merchandising, since too many individual factors enter into the problem. Gilmore N. Nunn, operator of WLAP, Lexington, Ky., suggested several points in station promotion that are often overlooked, among them front-office diplomacy, encouraging popularity of announcers, efficient coordination of production and technical departments, and public education in radio progress through demonstrations and speakers.

A discussion of radio news service brought expressions from several broadcasters that a full news wire is to be preferred over a processed wire, principally to avoid uniform newscasts. Most participants appeared to favor anglicizing pronunciations of foreign towns and names in the news, standardizing them as much as possible.

There was some speculation as to what attitude the Government would take toward radio in event of war. It was thought likely there would be no immediate governmental attempt to take over the industry. However, it was suggested that broadcasters band together in close cooperation to accomplish ends such as cutting broadcast signals from certain areas in case of invasion so enemy planes could not ride the signal as a guide.

Patt Nuptials

WHEN JAMES M. PATT of the sales staff of WKRC, Cincinnati, married Patricia Mather on June 15, three of his brothers, all in radio, were present: John F. Patt, general manager of WGAR, Cleveland; Ralph H. Patt, general manager of WPAY, Portsmouth, Ohio, and Robert G. Patt, sales promotion manager of WHN, New York, who acted as his brother's best man.

Bates Gets KTRB Control

WILLIAM H. BATES, manager, became controlling stockholder in KTRB, Modesto, Cal., as a result of an FCC decision June 18 authorizing voluntary assignment of the stock of his former partner, Thomas R. McTammany. Mr. Bates is understood to have paid $20,000 for the McTammany interests, and now holds 3,396 out of 4,000 shares of stock in the new KTBR Broadcasting Corp., with William H. Bates Sr., Cecil Lynch, program director, and Attorneys Frank C. Damrell and Leslie A. Cleary holding qualifying shares.

WEED AND COMPANY
NEW YORK
DETROIT
CHICAGO
SAN FRANCISCO
★
RADIO STATION REPRESENTATIVES

A portion of the F-M assembly line at the G-E Schenectady Works

For Commercial Operation, You Need These *G-E* Features

- **1. Simplified Circuit Design** with single crystal control and small tube complement—only 31 tubes in entire 1-kw transmitter!
- **2. Automatic Reclosing** circuit breakers for *both* a-c and d-c overloads prevent costly interruptions.
- **3. 400% Better Frequency Stability** than FCC requirements, according to measurements on typical production transmitters over a room temperature range of 32° to 122°F!
- **4. Unusual Ease of Operation** as a result of the simplicity and complete accessibility of all parts.
- **5. Full Dynamic Range** made possible by low noise level.
- **6. Amazing Fidelity** of *every* transmitter assured by individual cross-modulation and square-wave tests.

* *Designed by General Electric under Armstrong license*

FOR COMPLETE INFORMATION ask the nearest of 80 G-E sales offices, or write General Electric, Radio and Television Department, Schenectady, N. Y.

GENERAL ELECTRIC

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGY, Schenectady

Armour & Co., Chicago (Treet), 3 *t* weekly, thru Lord & Thomas, Chicago.
Beacon Milling Co., Cayuga, N. Y. (animal feeds), 13 *sp*, direct.
Baldwin Labs., Saegertown, Pa. (Dwin), 3 *sp* weekly, thru Yount Co., Erie, Pa.
Clark Bros. Chewing Gum Co., Pittsburgh, 6 *ta* weekly, thru Walker & Downing, Pittsburgh.
D. L. Clark Candy Co., Pittsburgh, 3 *ta* weekly, thru Albert P. Hill Co., Pittsburgh.
Griffin Mfg. Co., Brooklyn (shoe polish), 6 *sp* weekly, thru Bermingham, Castleman & Pierce, N. Y.
Gulf Oil Corp., Pittsburgh, 2 *t* weekly, thru Young & Rubicam, N. Y.
Johns-Manville Corp., New York, 13 *sp*, thru J. Walter Thompson Co., N. Y.
P. Lorillard Co., New York (Friends tobacco), 2 *t* weekly, thru Lennen & Mitchell, N. Y.
Morris Plan Bank, Shenectady, weekly *sp*, thru Leighton & Nelson, Schenectady.
Moxie Co., Roxbury, Mass. (soft drink), 3 *ta* weekly, thru Alley & Richards, Boston.
Northwestern Yeast Co., Chicago (Maca), 3 *sp* weekly, thru Hays MacFarland & Co., Chicago.
Procter & Gamble Co., Cincinnati (lava), 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.
Thos. Richardson Co., Philadelphia (mints), weekly *sa*, thru N. W. Ayer & Son, Philadelphia.
Peter Paul Candy Co., Naugatuck, Conn. (Mounds), 5 *sp* weekly, thru Platts-Forbes, N. Y.

KFI, Los Angeles

Plitex Mfg. Co., Los Angeles (adhesive paint), 2 *sp* weekly, thru Hillman-Shane Adv. Agency, Los Angeles.
Soil-Off Mfg. Co., Glendale, Cal. (cleanser), weekly *sp*, thru Hillman-Shane Adv. Agency, Los Angeles.
Lawdron Chemical Co., Los Angeles (Di Mon Glo wax), 3 *sp* weekly, thru Warren P. Fehlman Adv., Huntington Park, Cal.
Coast Federal Savings & Loan Assn., Los Angeles (investments), 8 *sp*, 21 *sa* weekly, thru Robt. F. Dennis Adv. Agency, Los Angeles.

KECA, Los Angeles

Thrifty Drug Co., Los Angeles (chain), 5 *sp*, 2 *sa* weekly, thru Milton Weinberg Adv. Co., Los Angeles.
Seven-Up Bottling Co., Los Angeles (beverage), 7 *sa* weekly, thru Glasser Adv. Agency, Los Angeles.
Bekins Van & Storage Co., Los Angeles (chain), 5 *sp* weekly, thru Brooks Adv. Agency, Los Angeles.
Coast Federal Savings & Loan Assn., Los Angeles (investments), 36 *sa* weekly, thru Robt. F. Dennis Adv. Agency, Los Angeles.

KGB, San Diego, Cal.

Mission Hosiery Mills, Los Angeles (hosiery), weekly *t*, thru Sidney Garfinkel Adv. Agency, Los Angeles.

WFMJ, Youngstown

Keystone Bakery, W. Bridgewater, Pa., 50 *sa*, thru William A. Schautz Agency, N. Y.

KMPC, Beverly Hills, Cal.

Wilmington Transportation Co., Santa Catalina Island, Cal. (resort), 5 *t* weekly, thru Neisser-Meyerhoff, Los Angeles.
Barbara Ann Baking Co., Los Angeles (chain), 3 *sp* weekly, thru Dan B. Miner Co., Los Angeles.
Guaranty Union Life Ins. Co., Beverly Hills, Cal. (insurance), 6 *sp* weekly, thru Stodel Adv. Co., Los Angeles.
Sears, Roebuck & Co., Los Angeles (merchandise), 36 *ta*, thru Mayers Co., Los Angeles.
Cambria Development Co., Los Angeles (real estate), weekly *sp*, thru Allied Adv. Agencies, Los Angeles.
Arrowhead & Puritas Waters, Los Angeles (bottled water), 8 *sp*, thru McCarty Co., Los Angeles.

WICC, Bridgeport, Conn.

Planters Nut & Chocolate Co., New York, 182 *ta*, thru J. Walter Thompson Co., N. Y.
Peter Paul Inc., Naugatuck, Conn. (gum), 78 *ta*, thru Platt-Forbes, N. Y.
American Tobacco Co., New York (Lucky Strike), 312 *ta*, thru Lord & Thomas, N. Y.
Church & Dwight, New York (Cow Brand soda), 52 *sa*, thru Brooke, Smith, French & Dorrance, N. Y.
Burnham & Morrill Co., Boston (beans), 52 *sa*, direct.
Feminine Products, New York (Arrid), 78 *ta*, thru Small & Seiffer, N. Y.
The Hub, New York (clothing), 130 *sa*, thru Frank Sawdon, N. Y.

KHJ, Los Angeles

Lea & Perrins, New York (Worcestershire sauce), 78 *sa*, thru Schwimmer & Scott, Chicago.
Dr. Pepper Bottling Co., Los Angeles (beverages), 7 *sa*, thru Tracy-Locke-Dawson Inc., Dallas, Tex.
Soil-Off Mfg. Co., Glendale, Cal. (cleanser), 5 *sp* weekly, thru Hillman-Shane Adv. Agency, Los Angeles.
F. & F. Products Co., Los Angeles (Bombay Sauce), 8 *sp*, direct.
Cho-Cho Co., Chicago (chocolate malted ice cream on stick), 14 *ta* weekly, thru Neisser-Meyerhoff, Chicago.

KROW, Oakland, Cal.

Carnation Co., Milwaukee (Cho-Cho), 13 *ta* weekly, thru Neisser-Meyerhoff, Milwaukee.

WJZ, New York

Benrus Watch Co., New York, 5 *sa* weekly, 52 weeks, thru J. D. Tarcher & Co., N. Y.

KDKA, Pittsburgh

California Packing Corp., San Francisco (Del Monte pineapple juice), 40 *ta*, thru McCann-Erickson, San Francisco.
Purity Bakeries Corp., Chicago, 6 *t*, weekly, thru Campbell-Mithum, Minneapolis.
Prime Mfg. Co., Milwaukee (electric fence controller), 6 *sa* weekly, thru Hoff & York, Milwaukee.
International Harvester Co., Chicago (tractors), 6 *sa* weekly, thru Aubrey, Moore & Wallace, Chicago.
Dr. Ellis Sales Co., Pittsburgh (cosmetics), 2 *sp* weekly, thru Smith, Hoffman & Smith, Pittsburgh.
Rival Packing Co., Chicago (dog food), 6 *sp* weekly, thru Charles Silver & Co., Chicago.
Moxie Co., Boston (beverage), 5 *ta* weekly, thru Alley & Richards, Boston.
John Morrell & Co., Ottumwa, Ia. (E-Z cut ham), 3 *sa* weekly, 5 *sp* weekly, thru Henri, Hurst & McDonald, Chicago.
Philadelphia Co., Pittsburgh (utility), 4 *sp* weekly, 6 *sa* weekly, direct.
Air Conditioning Training Corp., Youngstown, 2 *t* weekly, thru National Classified Adv. Agency, Youngstown.
DuBois Brewing Co., DuBois, Pa., 6 *sp* weekly, thru Ray Sayre Adv. Agency, Pittsburgh.

WHN, New York

American Cigarette & Cigar Co., New York (Pall Malls), 97 *sa* weekly, 2 weeks, thru Young & Rubicam, N. Y.
Riggio Tobacco Co., New York (Regent cigarettes), 130 *sa* weekly, thru M. H. Hackett & Co., N. Y.
The Thomas', Chicago (scalp specialists), daily *sa*, 52 weeks, thru Frank R. Steel Associates, Chicago.
Cushman's Sons, New York, (ice cream), daily *sa*, 4 weeks, thru S. C. Croot Co., N. Y.
American Tobacco Co., New York (Lucky Strikes), 120 *sa* weekly, 13 weeks, thru Lord & Thomas, N. Y.

KRNT, Des Moines

California Packing Corp., San Francisco (canned food), 3 *ta* weekly, thru McCann-Erickson, San Francisco.
American Chicle Co., Long Island City, N. Y., 6 *ta* weekly, thru Badger & Browning & Hersey, N. Y.

WOR, Newark

North American Accident Insurance Co., New York, 2 *sp* weekly, thru Franklin Bruck Adv. Agency, N. Y.

WFAA-WBAP, Dallas-Fort Worth

Bost Tooth Paste Corp., New York (Bost Tooth Paste), 5 weekly *ta*, thru Erwin Wasey & Co., N. Y.
Rigo Mfg. Co., Nashville (Kill-Ko Fly Spray), *ta*, thru Walker Casey Co., Nashville.
Sweets Co. of America, New York (Tootsie Rolls), 10 *sa* weekly, thru Biow Co., N. Y.
Monticello Drug Co., Jacksonville, Fla. (666), *sa* series, direct.
Bristol-Myers Co., New York (Sal Hepatica), 5 *sp* weekly, thru Young & Rubicam, N. Y.
Northwestern Yeast Co., Chicago (Maca Yeast), 3 *sp* weekly, thru Hays MacFarland & Co., Chicago.
Plough Inc., Memphis (Mexican Heat Powder), 6 *ta* weekly, thru Lake-Spiro-Cohn, Memphis.
Chrysler Motors (Dodge Division), Detroit, *ta*, thru Ruthrauff & Ryan, N. Y.
Carter Products, New York (Arrid), *sa* series, thru Small & Seiffer, N. Y.
General Electric Co., Schenectady (Mazda Lamps), *sa* series, thru BBDO, N. Y.
Burleson & Son, Waxahachie, Tex. (Burleson's Honey), *sa* series, thru Rogers & Smith Adv. Agency, Dallas.
Marlin Chamber of Commerce, Marlin, Tex., *sa* series, thru Ratcliffe Adv. Agency, Dallas.

KGKO, Fort Worth

Stanback Medicine Co., Salisbury, N. C. (proprietary), 312 *sa*, thru J. Carson Brantley Adv. Agency, Salisbury.
Interstate Wrecking Co., Dallas, 26 *sa*, thru Persons J. Crandall Adv. Co., Dallas.
Dr. Pepper Co., Dallas (soft drink), 52 *sa*, thru Tracy-Locke-Dawson, Dallas.
National Toilet Co., Chicago (Nadinola), 52 *sa*, thru Roche, Williams & Cunnyngham, Chicago.
Southwestern Paint & Chemical Co., Dallas (So-Kleen), 5 *sa* weekly, thru Tracy-Locke-Dawson, Dallas.

KSFO, San Francisco

Gardner Nursery Co., Osage, Ia. (plants), 6 *ta*, thru Northwest Radio Advertising Co., Inc., Seattle, Wash.
Southern Pacific Co., San Francisco (transportation), 8 *ta*, thru Lord & Thomas, San Francisco.
Blue Ribbon Books, New York (education), 25 *ta* weekly, thru Northwest Radio Adv. Co., Seattle.
Crown Products Corp., San Francisco (paper towels), 5 *sa* weekly, thru Sidney Garfinkel Adv. Agency, San Francisco.

WDAY, Fargo, N. D.

Air Conditioning Training Corp., Youngstown, 39 *t*, thru National Classified Adv. Agency, Youngstown.
International Harvester Co., Chicago (twine), 26 *sa*, thru Aubrey, Moore & Wallace, Chicago.
Nash Coffee Co., Minneapolis, 13 *sp*, thru Erwin, Wasey & Co., Minneapolis.
Joe Lowe Corp., New York (Popsicles), 13 *sa*, thru Biow Co., N. Y.
Dodge Motor Co., Detroit, 3 *ta* weekly, thru Ruthrauff & Ryan, N. Y.

KSO, Des Moines

Iowa State Dairy Commission, Des Moines, *sa* series, thru Coolidge Adv. Agency, Des Moines.
American Bird Products, Chicago, *sp* series, thru Weston-Barnett, Chicago.
Scott Towel Co., Chester, Pa., *sa* series, thru J. Walter Thompson Co., N. Y.

KYW, Philadelphia

Lee Tire & Rubber Co., Conshocken, Pa., *sa* series, thru Benjamin Eshleman Co., Phila.
Look Inc., New York, *sa* series, thru Erwin, Wasey & Co., Philadelphia.

WABY, Albany

Coca Cola Bottling Co., Albany (soft drink), 5 *t* weekly, 26 weeks, direct.

"Never mind th' 'Believe it or not' stuff! They go with him!"

60% Montana's population—90% Montana's payroll Pd. Adv.

Radio Advertisers

APPLE BEVERAGE Corp., New York, on June 27 started a campaign to promote its beverage product, Spree, using 10-minute news programs once weekly in English and five times weekly in Yiddish on WEVD, New York, and 21 spot announcements weekly on WMCA, New York. Agency recently appointed to handle the account is William G. Seidenbaum Adv. Agency, New York.

OLD BEN COAL Corp., Chicago (Green Marked Stoker coal), on July 1 started a 26-week schedule of news commentary programs on WGN, Chicago, 7:25-7:30 a.m., featuring Alexander McQueen, whose *Nothing But the Truth* program was formerly heard on CBS and NBC-Blue.

MAC'S SUPER GLOSS Co., Los Angeles (auto polish), new to radio, in a five-week test campaign which ends Aug. 9, is using five one-minute transcribed announcements weekly on KHJ, that city. Elwood J. Robinson Adv. Agency, Los Angeles, has the account.

GRAND CENTRAL PUBLIC MARKET, Los Angeles (general market service), new to radio, through Mayers Co., that city, during the last two weeks in June, used an average of from one to four spot announcements weekly on five different Southern California stations, KECA, KFWB, KHJ, KMPC, KFAC. Market also sponsored participation in *Mid-Morning Jamboree* on KECA, and contemplates additional radio during summer and fall.

CHICAGO, DULUTH & Georgian Bay Transit Co., Detroit (lake excursions), on June 24 started a two-week campaign of 12 half-hour periods on the WIND, Gary, Ind., *Sports Edition* program. Campbell-Ewald Co., Detroit, placed the business.

GORDON BAKING Co., Detroit (Roman Meal bread), is sponsoring a twice-weekly quarter-hour dramatic serial, *Hollywood Dreams* on WABC, New York. Series features Ted Steele and Phyllis Crevers as "Bob and Molly". Commercials plug the product as the diet bread of Hollywood film stars. Barton A. Stebbins Adv., Los Angeles, has the account.

SIMONIZE Co., Chicago (auto polish), on June 30 renewed for 52 weeks its *Prevue of Brand New Records* program heard Sundays 11:30-12 noon on WMAQ, Chicago. George H. Hartman Co., same city, handles the account.

DR. S. M. COWEN, Los Angeles (chain dentist), a consistent user of Southern California radio, has started the thrice-weekly quarter-hour program, *America Looks Ahead*, with Robert Arden, commentator, on two California Radio System stations, KFWB, Hollywood, and KFOX, Long Beach.

ROTOTILLER Inc., Troy, N. Y. (farm implement manufacturer), has renewed participations in *Crossroad Comments*, farm feature on WGY, Schenectady, handled by Ed W. Mitchell.

STANDARD FEDERAL SAVINGS & LOAN Assn., Los Angeles, a consistent user of local radio, is using thrice-daily time signals and weather report announcements on KFWB, Hollywood, and contemplates adding other stations. Agency is Darwin H. Clark Adv., Los Angeles.

CAMMARANO BROS., Tacoma, Wash., on June 18 started thrice-weekly sponsorship of *Secret Agent K-7 Returns*, quarter-hour series recorded by NBC Radio-Recording Division, on KMO, Tacoma, in the interests of Double-Cola and other beverages. Agency is the Condon Co., Tacoma.

EXECUTIVES of Pepsi-Cola Co. and Newell-Emmett Adv. Agency, which handles the Pepsi-Cola soft drink account, gathered around this television receiver recently to watch one of a series of minute movies featuring "Pepsi and Pete", trademark cartoon characters of Pepsi-Cola, transmitted on NBC's W2XBS in New York. Standing are (l to r) Don G. Mitchell, vice-president in charge of sales of Pepsi-Cola Co.; M. V. Odquist, Newell-Emmett; Albert J. Goetz, Pepsi-Cola advertising manager; Paul Hartley, Newell-Emmett. Seated are George Ogle, of the agency; Gordon Mills, of NBC; William Reydel, Newell-Emmett v-p.

SERIES of spot announcements urging New Yorkers to visit Submarine *S-49* on exhibition at Pier 5 East River was broadcast on WMCA, New York, June 14-19, as placed by Cox & Tanz, Philadelphia. The submarine, formerly owned by the U. S. Navy, now is the property of Capt. Christianson, who is touring America to show the public the mechanism of a modern naval auxiliary ship.

JOSEPH MARTINSON, New York (coffee), on June 28 started sponsoring Lisa Sergio's *Column of the Air* program on WQXR, New York. Al Paul Lefton, New York, is agency. Program is sponsored Mondays and Wednesdays by Fels & Co., and Tuesdays and Thursdays by Botany Worsted Mills.

WILLIAM GRETZ Brewing Co., Philadelphia (beer), is planning its largest advertising campaign, through Geare-Marston, Philadelphia. F. Howard Seberhagen is account executive. Radio and outdoor will supplement newspaper advertising.

EASTERN WINE Corp., New York, is planning to continue its campaign of 30-225 spot announcements weekly for Chateau wines throughout the summer on the following list of stations, some of which have been recently added to the schedule: WNEW, WMCA, WBNX and WINS, New York; WABY, Albany; WOLF, Syracuse; WSAY, Rochester; WHLD, Niagara Falls; WKAT, Miami Beach. H. C. Morris & Co., New York, is agency.

KREMER & HOWARD Inc., Memphis agency, has announced the following accounts placed in recent weeks: Memphis Ice Industry, twice-weekly quarter-hour programs, *Time Out With Allen Prescott*, on WMPS; Tennessee Brewing Co., five-weekly quarter-hours on KLRA, Little Rock, Ark., and Fulton Lewis Jr., MBS commentator, on WMPS; Colonial Baking Co., six-weekly newscasts on WMPS; Hotel Gayoso, once-weekly quarter-hour series on WMC.

MACDONALD TOBACCO Ltd., Montreal (British Consols Cigarettes), started the transcription serial *Nonsense and Melody* July 8 on CFNB, Fredericton, N. B. Richardson-Macdonald Adv. Service Ltd., Toronto, placed the account.

SNIDER PACKING Co., Rochester, N. Y. (catsup), on July 8 will start a schedule of thrice-weekly quarter-hour news periods on WBBM, Chicago. Broadcast time is 7:15-7:30 a.m. Charles W. Hoyt Co., New York, is the agency.

KEELEY BREWING Co., Chicago, has appointed C. L. Miller Co., New York, as agency and spot announcements are planned in the Midwest.

All in the Family

WITH the recent 52-week extension of *Dad's Family*, sponsored by Chicago Distilled Water & Beverage Co. for Dad's Root Beer on WCFL, Chicago, the program continues as one of radio's most unique serialized features. The thrice-weekly quarter-hour, now in its second year on the station, was specially planned and written to afford a complete tie-up with the product. Chief characters in the program are called Papa, Mama and Junior, the same names identifying the three bottle sizes of Dad's Root Beer. All other advertising done by the firm is carefully planned to tie in with the family theme, both newspaper and dealer display advertising continually referring to the characters. Even the bottles themselves each carry a distinct identity along the same theme, with identifying cartoon characters printed on the labels.

Battery Firms' Drives

GENERAL DRY BATTERIES of Canada, Toronto, starts on July 16 one-minute dramatized spot announcements four to six times weekly on 25 Canadian stations. Account is placed by A. McKim Ltd., Toronto. Burgess Battery Co., Niagara Falls, Ont., on July 1 starts six weekly spot announcements to run until Dec. 31 on CHNS, Halifax; CHGB, Ste. Anne de la Pocatiere, Que.; CKNX, Wingham, Ont.; CFCY, Charlottetown, P. E. I.; CJKL, Kirkland Lake, Ont.; CKPR, Fort William, Ont.; CHLT, Sherbrooke, Que. Richardson-Macdonald Adv. Service Ltd., Toronto, placed the account.

TERRE HAUTE BREWING Co. (Champagne Velvet Gold Label beer), is sponsoring a five-minute news period preceding the Indianapolis Indians night baseball games, and a ten-minute period immediately following the games on WIRE, Indianapolis.

TRANSCRIPTION TOPICS by the LITTLE TAILOR

OUR OWN (SOFT) SOAP OPERA

YESTERDAY, dear listeners, we left our hero hanging by his finger nails to a bill of goods . . . Will he be left there, holding the bag? . . Will he be able to swing it ? . . Let's go now to KGHL, Billings, where Ed Yokum is holding forth on the telephone with a prospective client:—

YOKUM: Are you there, Mr. Watson?
WATSON: Listening.
YOKUM: Well listen to these.
SOUND: (Standard Spot-Ads)
WATSON: Say, those are great! I'll sign right now!

AND SO Mr. Yocum sells Standard's first series of SPOT-ADS to a Used-Car Dealer, by just playing them over an ordinary telephone. And that beats Pot o' Gold. With our Pot 'o Spots, Standard stations just pick a telephone number, call, and the party on the other end pays off!

WELL, WE got such a batch of testimonials like Mr. Yokum's and the one from Robert Kennedy at WDSM, Superior . . . "It took just fifteen minutes to sell your series of Used-Car Spot-Ads" . . . and so many library subscribers clamored for more SPOT-ADS immediately, that we had to tear around and get out another bunch of our capsule Shakespeare with the sales appeal.

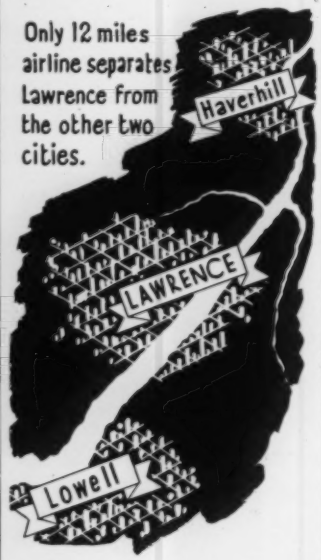
EVEN NOW the audition room resounds with the new release of dramatized commercials — a series for clothing stores. And a pretty terrific bunch of two-pants operas, too . . . *"Oh, please, sir—not that! Not in that hideous green suit!"* . . .

AND SO, listeners, we leave you until next time . . . Will Helen learn The Truth in time? . . . Will Herbert break himself of the dread opium habit? . . . Will lots and lots of our stations make money with Standard's second series of SPOT ADS? Betcha they will, I betcha.

Are Your Transcriptions Up to Standard?

Standard Radio
TAILORED TRANSCRIPTION SERVICE
CHICAGO • HOLLYWOOD

Cover 3 Big CITIES -PAY FOR Only ONE!



664,700 people in the rich, industrial Merrimack River valley listen to your story over their favorite radio station.

WLAW

is strategically situated in the center of this triple-city area. With 1,000 watts power on 680 kilocycles, it blankets the territory completely AT ONLY ONE COST!

WLAW

is owned and operated by the Hildreth & Rogers Co., publishers of the

Lawrence, Mass., EAGLE-TRIBUNE

The Largest Newspaper in Essex County
Over 31,000 circulation

Agencies

W. P. FEHLMAN, recently resigned as account executive of Darwin H. Clark Adv., Los Angeles, has formed his own agency under the firm name of Warren P. Fehlman Adv., with offices at 2816 Randolph St., Huntington Park, Cal. Accounts include Lawdron Chemical Co., Los Angeles (Di Mon Glo wax); L. A. Sausage Co., Los Angeles (meats); Turco Products Inc., Los Angeles (cleansing compound); Home Photo Service, Huntington Park (photo equipment).

HANEY-PENNINGTON & Associates, new Los Angeles agency, has been formed with headquarters at 427 W. Fifth St. Robert T. Haney is president in charge of sales and media, with Richard Pennington vice-president and art director. Richard Johnson is art and production manager.

FAIRFAX M. CONE, San Francisco manager of Lord & Thomas, has been made a vice-president, according to announcement by Don Francisco, president. Mr. Cone has been with the agency's San Francisco office 11 years, taking over management in November, 1939 when John Whedon was transferred to Chicago as head of Lord & Thomas in that city.

JOE GRAHAM has taken over the radio department duties of Nat Wolff, at Myron Selznick Co., Hollywood talent agency. Wolff resigned to form his own agency and will concentrate on client representation for radio and television exclusively. He will open Hollywood offices in September.

THELMA WALKER has joined the copy staff of C. L. Miller Co., New York agency.

BOWMAN & COLUMBIA, New York advertising agency, has been discontinued, with C. Luckey Bowman joining Ivey & Ellington, New York, as account executive, and Curtis F. Columbia going to Alley & Richards Co., New York.

JOHN HYMES, radio time buyer of Lord & Thomas, New York, on June 19 became the father of a baby girl.

PAUL ROSS, formerly of the CBS Artist Bureau, New York, has joined Roy C. Wilson Co., New York, agency handling radio talent.

JIMM DAUGHERTY Inc., St. Louis advertising agency, and its associate, the Van Metre Pharmaceutical Adv. Corp., have moved to the Title Guaranty Bldg.

MILTON FEINBERG, who operated the Feinberg Adv. Agency, Los Angeles, has merged his activities with Hugo Scheibner Inc., that city, joining the concern as account executive.

NORMAN WEILL has dissolved his New York advertising agency of the same name to join the Kleppner Co., New York, in an executive capacity.

Opens N. Y. Branch

IVEY & ELLINGTON, Philadelphia agency, on June 17 opened a New York office at 155 E. 44th St., under the management of George V. Strong, vice-president of the company. Telephone is Murray Hill 2-5248. All radio advertising will continue to be handled out of the home office, which was recently appointed to handle the account of McKesson & Robbins, Bridgeport, Conn.

Representatives

ROBERT EASTMAN, formerly assistant local commercial program manager of NBC's eastern division, has been transferred to the national spot and local sales department, according to James V. McConnell, national spot and local sales manager. R. E. Button, previously of NBC's guest relations staff, has taken over Eastman's duties.

KMA, Shenandoah, Ia., through Manager J. C. (Cy) Rapp, announces the appointment of Free & Peters as national representative, coincident with the issuance of a new rate card, effective June 15.

WKAT, Miami Beach, Fla., and the Z-Bar Network, composed of KGIR, Butte, KPFA, Helena, and KRBM, Bozeman, have appointed International Radio Sales as national representatives, effective Aug. 1.

GEORGE WILSON, June graduate of Missouri U school of journalism, has joined the Howard H. Wilson Co., Chicago, national representative firm headed by his father.

WOV, New York, has appointed William G. Rambeau Co., New York and Chicago, as its national representative.

KDRO, Sedalia, Mo., has appointed the Howard H. Wilson Co. as national representative.

CFOS, Owen Sound, Ont., has appointed Joseph Hershey McGillvra as exclusive representative in Canada and the United States.

Foreign Script Pact

RADIO EVENTS, New York, has signed a minimum six-year contract with Melchor Guzman, foreign station representative, whereby that organization becomes sole agency in South and Latin America for its "tested" script material and that of its subsidiary, Script Library. Guzman will translate the scripts into the language of the country where they will be broadcast and will promote the material through representatives traveling throughout South America.

Directional over New York
Now! 5000 WATTS
DAY and NIGHT
WBNX
YOUR BEST NATIONAL SPOT BUY
A NEW APPROACH TO THE NEW YORK MARKET

Retail Store Promotion By Radio Is Explained At NRDGA Convention

RADIO for department stores was discussed at two sessions of the semi-annual convention of the National Retail Dry Goods Assn. held June 17-20 at the Palmer House, Chicago. On June 19 a debate between three representatives of three radio stations and three department stores was held with Samuel Henry Jr. of the NAB acting as m.c. The radio men were Ed Flanagan, WSPD, Toledo; Ford Billings, WOWO, Fort Wayne; Chas. Caley, WMBD, Peoria.

At a session of the Sales Promotion Division June 20, John Nell, WOR, Newark, delivered a talk titled "What's Radio Got That You Haven't?" He pointed out that national advertisers were investing more than $150,000,000 annually in the medium, presenting a challenge to the retailers. Stressing the point that it was not necessary for retailers to spend tremendous sums to develop radio personalities, he pointed out as examples of department store successes *Ben Hawthorne* of Fox's, Hartford, Conn., and *Jeanne Taylor* of John Taylor's, Kansas City.

These programs, Mr. Nell said, have built a definite store personality and have been able to sell merchandise at favorable cost-results ratio in addition to building much good will for the institutions they represent. Another factor brought out by Mr. Nell was that only 20% of department store sales could be traced directly to one piece of copy. Radio, he said, possesses the double advantage of influencing the other 80% in addition to doing a direct-selling job.

New Market Data

PUBLICATION of the 1940 edition of *Market Research Sources*, a guide to information on domestic marketing, was announced June 17 by James W. Young, director of the bureau of Foreign & Domestic Commerce of the Commerce Department. The handbook has been revised every other year to gather together projects of current value in the marketing field, serving as a sourcebook for individuals interested in marketing research and as a check upon others interested in conducting research projects. The 1940 edition contains references to many new research projects and contains material published between January, 1937, and late 1939, supplementing material published in earlier editions. Copies may be obtained for 25c each, under the title Domestic Commerce Series No. 110, from the Superintendent of Documents, Government Printing Office, Washington, D. C., or through any field offices of the Bureau.

FREDERIC R. GAMBLE, for 11 years executive secretary of the American Assn. of Advertising Agencies, has been given the title of managing director of the association by the executive board. Mr. Gamble recently was elected a vice-president of Trade Assn. Executives in New York.

HARRY J. WINSTEN, formerly of Lennen & Mitchell and Kelly, Nason, New York, and previously president of Winsten & Sullivan, New York, on July 1 joins L. E. McGivena & Co., New York, as executive vice-president.

AGENCY Appointments

APPLE BEVERAGE Corp., New York (Spree), to William G. Seidenbaum Adv. Agency, N. Y. Using radio.

ENOSIL CHEMICAL Co., Oakland, Cal. (Protex floor wax), to Tomaschke-Elliott Inc., Oakland. Using radio.

DEPARTMENT OF AGRICULTURE of the Massachusetts Industrial and Development Committee, to Badger & Browning, Boston. Using radio.

QUICOLD CHEMICAL Corp., New York (refrigerant powder), to Vanderbie & Rubens, Chicago.

JAMES F. BALLARD Inc., St. Louis (Campho-Phenique), to Jimm Daugherty Inc., St. Louis.

MAIL POUCH TOBACCO Co., Wheeling, to Calkins & Holden, N. Y.

MELLO-GLO Co., Boston (cosmetics), to H. W. Kastor & Sons, N. Y.

CALBAR PAINT & VARNISH Co., Philadelphia (paints), to E. A. Clarke Co., Philadelphia.

CURLEY Co., Philadelphia (toilet requisities), to Carter-Thompson Co., Philadelphia.

BEACON CHEMICAL Corp., Philadelphia (liquid bleach), to John Falkner Arndt & Co., Philadelphia, to handle advertising for a new patented bleach and Aunt Phoebe's bluing and ammonia. National schedules are now being prepared, with radio considered.

PLITEX MFG. Co., Los Angeles (adhesive paint), to Hillman-Shane Adv. Agency, Los Angeles. Using two-weekly participations in *Art Baker's Notebook* on KFI, that city.

PAUL HAWKINS Co., Los Angeles (Freshway orange drink), to Western Adv. Agency, Los Angeles. Radio will be used along with other media.

HILLS BROS. Co., New York (fudge & frosting mix, cake mix & fruit cake), to the Biow Co., New York.

McKESSON & ROBBINS, New York (drugs, cosmetics), to Ivey & Ellington, Philadelphia.

COOTER BROKERAGE Co., Chicago, to C. L. Miller Co., Chicago, for Moon Rose soap. Company currently uses spot announcements on stations in Indiana and South Carolina, and on June 10 started 100-word announcements on KLZ, Denver.

MAIL POUCH TOBACCO Co., Wheeling, W. Va., to Calkins & Holden, New York. Currently using six programs weekly on KDKA, Pittsburgh.

HISTEX Corp., Chicago (Histeen tablets, hay fever remedy), to United Adv. Companies, Chicago. Spot campaign to start in July is planned.

THEO. HAMM BREWING Co., St. Paul, to Mitchell-Faust, Chicago. Quarter-hour shows now being run on WCCO, Minneapolis, with additional stations to be selected in near future.

SKELLY OIL Co., Kansas City, to Henri, Hurst & McDonald, Chicago.

DETROIT-MICHIGAN STOVE Co., Detroit (gas ranges), to Zimmer-Kellers Adv., Detroit.

FM
Synchronized
BY
Western Electric
SEE PAGE 7

Speakers Chosen By Pacific Clubs

Many Broadcast Angles Slated For PACA Discussion

PACIFIC Advertising Clubs Assn. annual convention, to be held in Vancouver, B. C., July 7-11, will be attended by approximately 200 agency and station executives from all parts of the West Coast, according to Reg. M. Dagg, commercial manager of CKWX, that city, general chairman.

The radio departmental, scheduled for July 10 under chairmanship of Hugh M. Feltis, commercial manager of KOMO-KJR, Seattle, will be in the form of a panel discussion, with each speaker limited to 15 minutes. Open discussion is to follow. Horace Stovin, station relations director, Canadian Broadcasting Corp., Toronto, will discuss Regulation No. 13, which concerns the responsibility for commercial acceptance of food and drug copy.

Frederic A. Gamble, executive secretary of the American Association of Advertising Agencies, New York, will have as his topic, "Radio & the Advertising Agency". Judge John C. Kendall, Portland, Ore., attorney, is to talk on "The Legal Aspects of Commercial Broadcasting in the United States", while Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, Los Angeles, will discuss "Commercial Prospects of Television in the West".

Medical Angle

Dr. Frank J. Clancy, former director of the Bureau of Investigation, American Medical Assn., Chicago, will have as his subject, "Streamlining the Old Time Medicine Show". There will also be a talk by Joseph Sedgwick, counsel for the Canadian Assn. of Broadcasters, Toronto, whose topic is titled "Contributions of the Canadian Assn. of Broadcasters to the Industry".

"New Developments in the Service of Representatives in Commercial Broadcasting," will be the topic of Lindsey Spight, Pacific Coast manager, John Blair & Co., San Francisco. The quarter-hour talk by C. P. MacGregor, Hollywood transcription producer, will be devoted to "Transcriptions & Tax-Free Music", while C. E. Hooper, head of C. E. Hooper Inc., New York, is to discuss "Reaction of Pacific Coast Listeners Toward Particular Radio Programs". There will also be open discussion on the proposed action of West Coast stations to adopt the daylight saving time schedule.

Active on the radio departmental committee with Mr. Feltis are Donald W. Thornburgh, CBS Pacific Coast vice-president, Hollywood; Mr. Weiss; Sydney Dixon, NBC western division sales manager, Hollywood; Mr. Spight; W. E. Wagstaff, promotion manager, KDYL, Salt Lake City; W. Carey Jennings, manager, KGW-KEX, Portland, Ore.; George Chandler, manager, CJOR, Vancouver, B. C.; Reg. M. Dagg, commercial manager, CKWX, Vancouver, B. C.; Jack Morse, account executive, Dan B. Miner Co., Los Angeles; Earle H. Smith, Northern California manager, Edward Petry & Co., San Francisco; Norton Mogge, manager, J. Walter Thompson Co., Seattle; G. A. Wellington, Seattle sales representative, KFAR, Fairbanks, Alaska; Dick Lewis, manager, KTAR, Phoenix; C. W. Myers, owner, KOIN, Portland; Earl J. Glade, manager, KSL, Salt Lake City; and Don Searle, manager, KOIL-KFOR-KFAB, Omaha.

ROSTER SURVEYS

By a roster survey of your city we can show you exact standing of each competing station and every program broadcast during one week.

THE HOOPER HOLMES BUREAU INC.

Joins Consumers' Group

E. GORDON HUBBEL, formerly with Stephens College, Columbia, Mo., late in June joined the staff of the Consumers' Counsel, U. S. Department of Agriculture, in Washington. He will have charge of writing and producing the weekly quarter-hour *Consumer Time*, heard on NBC-Red Saturdays 10:45-11 a. m. (EST) under auspices of the General Federation of Women's Clubs. As radio director of the Institute for Consumer Education at Stephens College, operating as a project of the Alfred P. Sloan Foundation, Mr. Hubbel this year conducted the Institute's research project on the value of radio transcriptions in consumer education.

GIMME THE WORKS, TONY!

When it comes to spending, there's nothing backward about Hiram Hayseed and his fellow farmers of the rich Red River Valley! Witness the fact that this affluent area does 46% of all retail buying in North Dakota, South Dakota and Minnesota combined (excepting, of course, the counties containing St. Paul and Minneapolis).

Hiram and his pals (one and a half million of 'em!) get a lot of their "buy-deas" from WDAY—the only chain station covering the whole Valley! Would you like all the facts?

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Government Relief Fund For Radio Activity Cut By Congressional Action

FOLLOWING a Congressional compromise on the use of Federal relief funds for Government radio activities, the Senate and House on June 21 and 22 approved a conference report on the relief bill allowing the use of no more than $100,000 in relief funds for this work. Although it is not yet known just how this amount is to be split between the two principal agencies concerned—the radio division of the Office of Education and the WPA radio section—it is thought the former can continue its principal projects.

After the House had prohibited diversion of any relief funds to radio work, the Senate in mid-June relieved the prohibition to the extent of banning only the use of such funds to purchase "broadcasting time" [BROADCASTING, June 1, 15]. The Senate-House conference amended the provision to read: "None of these funds shall be used for broadcasting, in excess of $100,000."

Although the Office of Education radio division received some $250,000 in relief funds for its operations during the last year, it has been estimated that if this agency receives about half the allowed $100,000, it will be able to continue its script exchange and program coordinating service. Under present commitments the Smithsonian Institution and NBC, working through the Office of Education, will continue *The World Is Yours*, and CBS will begin *United We Stand* on Aug. 4, as scheduled.

Court Hears Recording Case

(Continued from page 26)

pay almost as much as a live orchestra would cost.

Pointing out that RCA did not print any restriction of use on its records until 1932, and that that notice "not licensed for broadcasting" was clearly misrepresentative as the record was not licensed for anything, Col. Hartfield said that the present restriction regarding the sale of the record for broadcast use was also illegal. "Why," he asked, "should anyone bother to secure the limited monopoly of a copyright or patent if by printing a restriction on a label he can go into court and secure an injunction giving him a monopoly in perpetuity?"

Discussing the issue of unfair competition, which Judge Leibell had described as the main basis for enjoining the station, Col. Hartfield said that since WNEW neither sold records nor performed for them it did not compete with either RCA or Whiteman, but in fact was a customer of both parties when it purchased the recordings Whiteman had performed for RCA. He likewise denied that either Whiteman or RCA had any common law property rights in the recordings. "The court has already denied that RCA has such a right," he stated, "and was in error in awarding such a right to Whiteman, since he is neither author nor composer. But even if Whiteman had a common law right," he continued, "he still has no standing in court. All rights end with publication and after a record is made and sold all common law rights are gone." To allow such claims would be, he said, "to give the record manufacturer and the recording artist life and death power over the broadcaster, who must have records to stay in business."

Nathan Bass, associated with the National Assn. of Performing Artists, organization handling Whiteman's defense in the lower court as well as his appeal, said that the lower court was correct in recognizing Whiteman's common law right after finding that Whiteman's personality had been impressed on his orchestra in such a way as to make its work easily recognizable by the public. The courts, he said, have long recognized literary rights as intellectual property rights, and the contribution of the performing artist, while intangible, is also identifiable and so eligible for property right protection.

Monopoly Change

"Both manufacturer and artist have been accused of monopoly," he continued, "but these claims are actually the desire of a competitor to make unlawful use of another's property. Radio stations can hire live talent; they can purchase electrical transcriptions made especially for broadcasting with the artist's knowledge that they will be so used, yet they go on using phonograph records." The lower court, Bass stated, had found that the "incessant use of records on the air" reduced the employment of artists, pointing out that Whiteman could not get an exclusive contract with a sponsor because of the broadcasting of his records.

WNEW's method of announcing the records, which might have led listeners to assume that the artist was actually present in the studio (admitted by Col. Hartfield as possibly an enjoinable act), was a deception only with regard to Whiteman and not to RCA, Bass declared. There is no competition between station and manufacturer, he stated, but only between station and artist. Furthermore, he continued, when the station trades on the name of Whiteman to advertise the goods of a sponsor with whom Whiteman has no relationship, Whiteman's right of privacy is being unfairly invaded.

Discussing the restrictive notices placed by RCA on record labels, Bass said RCA had notified stations the restrictions were being applied because of protests from publishers and artists and asserted an apparent right. RCA did not claim derivitive rights, he asserted, and the court erred in ruling that in the absence of any express reservation the rights of the artist passed to the company.

Competes With Himself

"By using Whiteman's records," Bass concluded, "WNEW is placing Whiteman in competition with himself, forcing a live man to compete with his recorded performances. He is being unfairly exploited by an organization which could buy live talent or electrical transcriptions but which prefers to use the Whiteman records."

Concluding the argument with a brief rebuttal, Mackay stated that, as the lower court had found, there was clearly unfair competition as all three parties are engaged in selling entertainment to the public. In broadcasting recorded music into the homes of potential record purchasers, he said, radio stations have restricted record sales. This practice has also, he averred, made recording artists unwilling to make records and so is helping to put the record companies out of business.

ONE OF RADIO'S most unique broadcasts was made by WHOM, Jersey City, N. J., on Flag Day, June 14, when Joseph Lang, general manager of the station (center, holding flag), led a group of nearly 100 foreign language broadcasters in taking the oath of allegiance to the American flag. WHOM specializes in foreign language programs, and the large group participating in the program included producers, artists, announcers and musicians who daily air programs on the station in nine languages.

Soap Firm Revises

LOS ANGELES SOAP Co., Los Angeles (White King and Sierra Pine soaps) consistent user of radio, has revised its network schedule, dropping the five-weekly quarter-hour *Dealer in Dreams* and once-a-week *Bee Liner* quiz program on CBS Pacific Coast outlets, and on July 1 starts for 26 weeks, sponsoring *Knox Manning*, news commentator, on 5 CBS California stations (KNX KARM KSFO KOY KTUC) Monday through Friday, 11:45 a. m.-12 noon (PST). Firm is also sponsoring a six-weekly quarter-hour news broadcast on 3 Arizona Network stations (KOY KTUC KSUN), and continues to use participation programs and 100 word spot announcements, five times a week, on 33 stations nationally. Agency is Raymond R. Morgan Co., Hollywood.

CHECK THE FEATURE THAT'S DOING THE JOB FOR WOLF

- ☐ PLAY-BY-PLAY DESCRIPTION OF NIGHT BASEBALL GAMES
- ☐ MUSIC OPPOSITE TALKING PROGRAMS
- ☐ TRANSRADIO AND LOCAL NEWS, EVERY HOUR ON THE HOUR
- ☐ BASEBALL INNING SCORES, FLASHED DURING MUSIC, ALL AFTERNOON

78 ADVERTISERS who "caught on" in one month may differ as to which feature is doing the job, but they agree on the net result . . . more listeners per dollar . . . right where listeners count . . . handy, where they can buy . . . in Syracuse and its primary trading area.

WOLF OF SYRACUSE

National Representatives
GELLATLY, INC.
551 Fifth Ave., New York City
Phone Murray Hill 2-4331

WSIX
"The Voice of Nashville" Tennessee

Offers an expanding industrial area backed by prosperous agriculture—a market nearing boom proportions. Wire for time.

Mutual Broadcasting System

HEADLEY-REED CO., NATIONAL REPRESENTATIVE

TRANSCRIPTIONS

ALL-CANADA Radio Facilities, Calgary, has purchased Dominion and Newfoundland rights to 65 quarter-hour transcribed episodes of the children's serial, *Jerry at Fair Oaks*, from Radio Transcription Co. of America, Hollywood. Firm also has bought 78 quarter-hour transcribed episodes of *Fairy Tales* from C. P. MacGregor, Hollywood.

RECORDINGS Inc., Hollywood, one of the oldest transcription concerns on the Pacific Coast, has discontinued business and has sold its equipment to Photo & Sound Inc., San Francisco. Elmer Avery, president of the Hollywood firm, will vacation before announcing future plans.

LOUIS I. GOLDBERG, president of Allied Phonograph & Record Mfg. Co., Hollywood processing and pressing concern, in mid-June left on a six-week business trip to New York and Chicago.

FOX FEATURE SYNDICATE, New York, on June 16 released the second series of *The Blue Beetle*, quarter-hour transcribed mystery, currently on 65 stations throughout the country. *Patty O'Day, News Photographer*, is the company's next production, followed by *The Mystery of the Week* and *Rex Dexter of Mars*.

ELMER C. WOLF, office manager of Columbia Recording Corp., Bridgeport, Conn., and Charles Waehler, formerly of Price, Waterhouse & Co., New York, have been appointed assistant to the treasurer and chief accountant, respectively, of the company. New member of the company is Nat Super, formerly with Hurley-Singleton Associates, who will assist Alec Steinweiss, art director.

COMMERCIAL RECORDING STUDIOS, transcription company, has enlarged its New York headquarters at 550 Fifth Ave. to provide for additional studios and offices.

NEW subscribers to the transcription library of Standard Radio are WOKO and WABY, Albany.

NEW Hollywood program building concern, Hollywood Theatre of the Air, has been established at 1680 N. Vine St., with John Beverly as executive producer-director, and Clayton Van Ike, business manager. A service organization, and not a transcription concern, the group will create custom-built live talent shows for sponsors, working through advertising agencies and stations, according to Mr. Beverly. A French screen and stage actor for 14 years, he has written, directed and produced more than 100 radio programs during the last two years.

SHREVEPORT and KWKH

—serve the rich tri-state area composed of North Louisiana, East Texas and South Arkansas.

50,000 Watts

A SHREVEPORT TIMES STATION

KWKH

Represented by The Branham Co.

CBS

Shreveport Louisiana

BULLETIN BOARDS
Draw Crowds as Stations Post News Flashes

SUPPLEMENTING its hourly news broadcasts for Kopper's Coke by posting bulletins on a large board in front of the studio building, WDAS, Philadelphia, recently received an offer to sponsor the street bulletin board. A news-stand conductor near the building indicated willingness to pay "card" rates for a sign on the bottom of the board—"Complete details of these bulletins may be obtained at the corner by buying your favorite paper from Barney, the Newsboy." WDAS is pondering just what the board's "card" rate might be.

The bulletin board technique, popping up all over the country, with WIP and WCAU, Philadelphia, establishing visual bulletin service at their building entrances; WJSV, Washington, setting up and servicing a board at the entrance to the Earle Theatre, housed in the same building with the WJSV studios; WSIX, Nashville, which installed a Transradio printer in the lobby of the local Paramount Theatre, posting bulletins by the hour on special boards calling attention to WSIX news sponsorship by Jersey Farms Milk Service; WTMA, Charleston, S. C., orginating actual newscasts from a local Walgreen drugstore window containing an AP teletype, with a portable radio outside so spectators could listen as they watched.

Canada Food Campaign

CATELLI FOOD PRODUCTS, Montreal, on June 17 started a campaign thrice-weekly with a quarter-hour transcribed musical program *Songs That You Like to Hear*. Continuity in the program, due to war developments, features the all-Canadian organization of the company and points out that it supplies the British Army and Navy. The campaign is carried on CFCY, Charlottetown, P.E.I.; CJCB, Sydney, N. S.; CHNS, Halifax; CHSJ, St. John, N. B.; CFNB, Fredericton, N. B.; CFCF, Montreal; CKCO, Ottawa; CFRC, Kingston, Ont.; CFCO, Chatham, Ont.; CFPL, London, Ont.; CKOC, Hamilton, Ont.; CFRB, Toronto; CKY, Winnipeg; CFAC, Calgary; CFRN, Edmonton; CJOR, Vancouver. A French language live program originates at CKAC, Montreal, and is piped to CHRC, Quebec; CJBR, Rimouski, Que.; CHNC, New Carlisle, Que. Account in Quebec province was placed by Vickers & Benson, Montreal; in the rest of Canada by E. W. Reynolds & Co., Toronto.

Test Your Program Over

WJBC

BLOOMINGTON, ILL.

Central Illinois — one of America's three richest agricultural markets; center of the hybrid corn industry. 380,600 responsive people live in radio homes in the primary area of WJBC. Test over WJBC 1200 K. 250 W.

Natl. Rep.: COX & TANZ

Tips for FDR

PRESIDENT ROOSEVELT was the recipient June 25 of an advance print of the book "How to Become President" authored by Gracie Allen, radio comic who is running her own mimic campaign via the ether. Ruby Black, well-known Washington newspaper correspondent and until June president of the Women's National Press Club, made the presentation at the regular press conference. Duell, Sloan & Pearce, of New York, publisher of the book, also is publishing a book on Mrs. Roosevelt authored by Miss Black.

WMJM Starts Aug. 1

STARTING date of the new WMJM, Cordele, Ga., 250 watts on 1500 kc., which was authorized last October for construction by the *Cordele Dispatch*, has been fixed for Aug. 1, according to D. S. Traer, manager. RCA equipment is being installed throughout. The staff has not yet been completed but, in addition to Mr. Traer, it will include W. J. Fielder Jr. as general manager and Forrest L. Glasco as commercial manager. Mr. Fielder is managing editor of the newspaper and will take on the supervision of the radio station additionally. Mr. Glasco formerly was with the advertising departments of the *Atlanta Journal*, *Atlanta Constitution* and *Atlanta Georgian*.

WLOL on the air

Minneapolis **St. Paul**

WLOL, the Twin Cities newest radio station went on the air

JUNE 17, 1940

* * *

A FEW FACTS

WLOL has one of the strongest signals in the great Twin City merchandising area.

WLOL operates on 1300 Kc, 18 hours daily, seven days a week.

WLOL offers the advertiser the greatest value for the dollar invested.

* * *

Write for rates

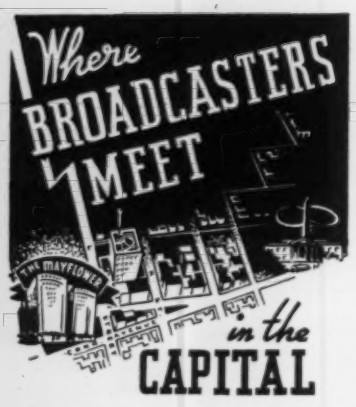
WLOL, 17:30 Henn Ave., Minneapolis

or

The Foreman Co., National Representatives

New York • Chicago

EXCLUSIVE TWIN CITY MUTUAL coast-to-coast affiliate



DAILY transcriptions on the register of Washington's Finest Hotel heralds the arrival of the nation's leading broadcasters. They like the convenient location of this famous hostelry to N.A.B. Headquarters and the completeness of its modern services. Rates are no higher than at less finely appointed hotels.

SINGLE ROOMS FROM $4
DOUBLE ROOMS FROM $6
All with Bath, of course

The MAYFLOWER
WASHINGTON, D. C.
R. L. Pollio, Manager

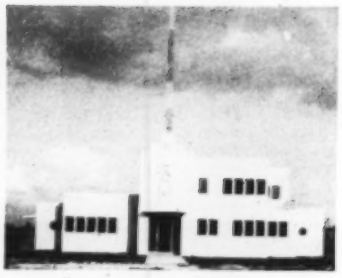
AFTER CLOUDBURST
WNAX Line to Stricken Town Brings Quick Aid

DESPITE complete flooding of Homer, Neb., during a recent cloudburst which cut off the little town's supply of drinking water and electricity as well as roads leading to it, WNAX, through its Sioux City studios, used the single operating telephone to pick up an on-the-scene description and appeal for aid.

When WNAX engineers were unable to reach Homer with portable transmitting equipment, they made long distance contact with Mrs. Millie Lothrop, local telephone operator who for her bravery in a similar flood 16 years ago received the George Vail medal. Gathered around the telephone, the only one operating out of the town, Mrs. Lothrop, the mayor and other local residents told of their nerve-wracking experiences. So gripping were the stories that the Red Cross appeal brought prompt response.

WREC Remodeling Studios

WREC, Memphis, after 10 years in the same quarters in Hotel Peabody, is being completely remodeled, with tentative date for opening of new studios set for Aug. 1. Hoyt Wooten, owner-manager, completed architectural plans himself for the enlarged quarters which will have three times as much space as formerly, of functional design throughout, and equipped with fluorescent lighting and air conditioning. The audition room will be equipped with a bar. Two organs are being installed. The equipment will be RCA throughout, and fully air conditioned.



WITH this gleaming new transmitter plant WLBJ, Bowling Green, Ky., made its debut June 25. The station, owned chiefly by Lee B. Jenkins, tobacco broker and farmer of Kinston, N. C., operates with 250 watts on 1310 kc. [BROADCASTING, June 15].

Facsimile Strip

CLAIMING the first regular facsimile cartoon strip, WOR, Newark, has added "Facsimile Freddie" as a feature of its facsimile transmissions. At present the cartoons are being transmitted on a "now and then" basis as part of WOR's nightly experimental facsimile broadcasts. Drawings are by Milt Hammer, free lance cartoonist whose work has appeared in the *Saturday Evening Post* and *New York Mirror*, with Stan Coe, conductor of WOR's daily *Your Outdoor Guide*, filling the balloons.

FCC Bar Outing

ANNUAL outing of the Federal Communications Bar Assn., comprising practitioners before the FCC as well as attorneys on the Commission staff, was held June 22 at the suburban Virginia estate of Horace L. Lohnes, Washington attorney. The FCC delegation was headed by Chairman James Lawrence Fly and Commissioners Brown and Craven. For the first time engineers on the FCC and in Washington practice were invited to the outing. Out-of-town broadcasters present included Arde Bulova, Harold A. Lafount, general manager of the Bulova stations, Lewis Allen Weiss, Don Lee general manager, and Campbell Arnoux, manager of WTAR, Norfolk.

in the CONTROL ROOM

FRANK M. DAVIS, of Cedar Rapids, Ia., on June 18 was granted two patents by the U. S. Patent Office, one covering a transmission control system and the other a limiting amplifier control means, both of which have been assigned to Collins Radio Co., Cedar Rapids. John F. Byrne on the same day was granted a patent on a voltage regulation system for vacuum tube amplifiers, also assigned to Collins.

FRED BRADSHAW, formerly with RCA Communications Inc., and Walt Kirkland, of Millville, Fla., are now on the engineering staff of the new WDLP, Panama City, Fla., whose chief engineer is Eddie Pierce, formerly of KOTN, Pine Bluff, Ark.; KLAH, Carlsbad, N. M., and KVSF, Santa Fe, N. M.

M. J. WEINER, chief engineer of WNEW, New York, recently became the father of a boy. During the same week, June 10-17, John Zerpaylic and George Gregory, both of WNEW's engineering department, became fathers of a boy and a girl, respectively.

MORRIS MING, chief engineer of KFRO, Longview, Tex., is the father of a girl born recently.

CARL CABISIN, of the engineering staff of WDAY, Fargo, N. D., on Aug. 18 is to marry Lorraine Sandie.

FRED RAGSDALE, formerly chief engineer of the old KEHE, Los Angeles, has joined KMPC, Beverly Hills, as studio technician.

WALTER ELY, chief engineer of KGFW, Kearney, Neb., recently became the father of a girl, Suzanne, and Jack Lewis, KGFW engineer, a boy.

KEN CURTIS, control room engineer of WEEI, Boston, is the father of a boy born June 15.

WOODY COX has joined the control staff of KTSA, San Antonio, Tex., for summer relief duty.

DAN O'BRIEN, engineer-announcer of station WMFF, Plattsburg, N. Y., has joined the staff of WABY, Albany.

PERRY BRUMFIELD, transmitter operator of WDRC, Hartford, Conn., was married on June 22.

ROBERT MAYBAUM, formerly of WOMI, Owensboro, Ky., has joined the engineering staff of WCMI, Ashland, Ky.

CHARLES J. HARTMAN, formerly of WCAM, Camden, N. J., has joined the engineering staff of WCAU, Philadelphia.

JOE L. STEWART, formerly of WFOY, St. Augustine, Fla., has joined the engineering staff of WFTL, Fort Lauderdale, Fla.

FRANK L. STEWART, formerly of WLAP, Lexington, Ky., has joined the engineering staff of WGTM, Wilson, N. C.

GORDON FAIRWEATHER, formerly of CKWX, Vancouver, B. C., has joined the engineering staff of CFAC, Calgary, Alta.

Petrillo's Brother at KMOX

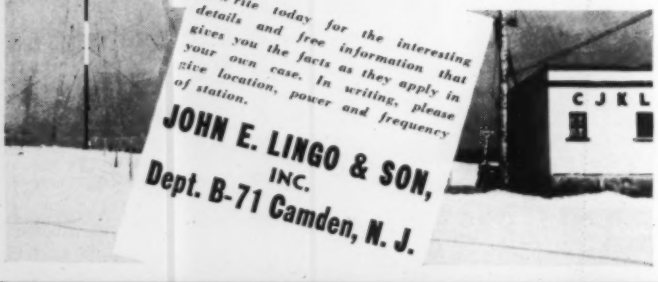
MILTON CHARLES, staff organist of WBBM-CBS, Chicago, since 1934, has been named musical director, according to an announcement by J. L. Van Volkenburg, assistant to the CBS vice-president in charge of the Western Division. Named as assistants were Joseph Englehardt, formerly occupying a similar post under Carl Hohengarten, and Caesar Petrillo, brother of James Petrillo, newly elected head of AFM, who has been a staff musician for a number of years.

Lingo's Low Upkeep Costs Mean More Profits for You

Here is why - -

Lingo is a good investment!

FACTS prove that you can expect GREATER EFFICIENCY—pay LESS for MAINTENANCE with LINGO VERTICAL TUBULAR STEEL RADIATORS. Moderate initial cost and low upkeep costs, plus assured PEAK PERFORMANCE, combine to give you better coverage and more profits. Let the happy experiences of other stations prove to you that you can obtain greater antenna efficiency at lower cost. Get the facts concerning the many PLUS ADVANTAGES of LINGO "TUBE" RADIATORS and how they are a practical solution to your antenna problem.



• *Write today for the interesting details and free information that gives you the facts as they apply in your own case. In writing, please give location, power and frequency of station.*

JOHN E. LINGO & SON, INC.
Dept. B-71 Camden, N. J.

LINGO VERTICAL TUBULAR STEEL RADIATORS

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

WCNW Signs ACA Pact After Two-Hour Strike

WCNW, Brooklyn, has signed a contract with American Communications Assn., CIO union, covering the three technical employes of the station. Terms call for an immediate minimum salary of $20 weekly for each man, previous wages being $12 for two and $15 for the third, a six-day, 40-hour week, time-and-a-half for overtime, two weeks vacation with pay and two weeks sick leave annually, and a closed shop.

Signing occurred June 17 when, after several months of negotiations had produced no agreement, the union called a strike which put the station off the air for two hours, until the management capitulated. Ben Levine, general manager of WCNW, and Sidney Adler, ACA organizer, signed the pact.

ACA is planning an immediate organizing campaign in New York and New England. Leonard Ohm, recently elected vice-president of the union's broadcast division, will work between New York and Buffalo, while Mr. Adler will shortly begin contacting stations throughout New England. Although primarily a technical union, representing chiefly engineers in the radio field, ACA on occasion follows the CIO principles of vertical organization and at several stations the complete staff is represented by ACA.

Atlanta Paper Files

A NEW station to operate on 550 kc. with 5,000 watts day and 1,000 watts night, utilizing a directional antenna is sought in an application filed with the FCC June 20 by the Constitution Broadcasting Co., subsidiary of the *Atlanta Constitution*. Clark Howell, publisher of the newspaper, is president of the applicant company. The *Constitution* recently had negotiated for acquisition of WAGA, Atlanta regional, but the station subsequently was sold to interests headed by George B. Storer, Detroit industrialist and head of the Fort Industry Co., operating stations in Ohio and West Virginia.

HOLDING that they have not shown adequate financial qualifications, the FCC, in a final report June 18, denied the application of Albemarle Broadcasting station, a partnership of C. L. Weatherbee, W. H. Nichols, C. L. Pickler and E. M. Thompson, for a new station in Albemarle, N. C., to operate with 100 watts daytime on 1370 kc.

Griesedieck Discs

GRIESEDIECK BROS. BREWERY Co., St. Louis (beer), on June 24 started a 26-week campaign of five-weekly quarter-hour transcribed programs titled *Double Mellow Melodies* in 12 markets, and on June 10 extended its *Mellow Time* show on KMOX, St. Louis, from one to five-weekly for 52 weeks. The latter includes a half-hour show on Mondays and quarter-hours Wednesdays through Saturdays. Other Missouri stations being used are KXOK, St. Louis; KFRU, Columbia; KWOS, Jefferson City; KWOC, Poplar Bluff; KDRO, Sedalia; KGBX, Springfield. Illinois stations include WDWS, Champaign; WEBQ, Harrisburg; WCBS, Springfield; WDZ, Tuscola. KARK, Little Rock, and KBTM, Jonesboro, Ark., complete the list. The quarter-hour programs feature a piano quartette and June Barton, songstress. The half-hour on KMOX features Kenny Norton's 15-piece orchestra, Four Smoothies, and June Barton. BBDO, Chicago, handles the account.

Reorganize WWAE

REORGANIZATION of the operating company of WWAE, Hammond, Ind., whereby O. E. Richardson and Dr. Fred L. Adair acquire 50% interest each, was authorized by the FCC June 25. Mr. Richardson, former district manager for Graybar who joined the station several years ago and holds 32% of the stock, and Dr. Adair, principal creditor of the station, propose to wipe out the present corporate structure and assume the station's debts, including about $30,000 owed to Graybar. Dr. Adair is head of the U of Chicago Lying-in Hospital. Under the new setup, George F. Courrier and Doris Keane, who also are interested in WHIP, Hammond, relinquish their holdings entirely.

ALL AMATEUR radio stations in Uruguay were shut down as a temporary measure recently when the government discovered a Nazi plot for seizure of the country, according to a June 24 dispatch to the *New York Times* from Montevideo.

Dr. Angell Renewed

DR. JAMES ROWLAND ANGELL, NBC educational counsel and former president of Yale, has signed a three-year renewal contract with NBC to continue in his present position at a salary of $25,000 per year. He is also a member of the NBC board.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

$3,188

WDRC, Hartford, completely covers the best part of Connecticut. $3,188 was the income per family in Hartford County last year—a figure that's considerably above the average both for Connecticut and the U. S. A.

CBS

A 250 WATTER AT ¼ THE 1933 COST

Yes, in 1933 a first class 250 watter sold for slightly more than $8000, and was considered a bargain at that, but today Gates has made available to new and progressive established broadcasters its Economy S251 Transmitter which sells for less than one-fourth the 1933 cost.

No, it would not be untruthful to state that the Gates S251 is four times better at one-fourth the cost of these 1933 power houses, because Gates has taken advantage of every engineering advancement in designing this new economy broadcasting equipment.

If you do not have the story it will pay you to investigate.

GATES

QUINCY, ILLINOIS, U.S.A.

AMERICAN CORPORATION

FM

Synchronized

BY

Western Electric

SEE PAGE 7

BAGGING MUCH BUSINESS IN DECOY (Ky.)?

Maybe you *like* to hunt for sales in Decoy, Defeated Creek and Dingus (Ky.)! If so, WAVE can't help you much. . . . But if you'd rather hunt where the hunting is *good*—right here in the Louisville Trading Area—WAVE is your best bet for big business at lowest cost. WAVE *blankets* this market of a million-*plus* buyers, who have more purchasing power than the rest of Kentucky *combined!* . . . Let us send you the whole story—*all facts, no fiction!*

LOUISVILLE'S WAVE
INCORPORATED
1000 WATTS . . . 940 K.C. . . . N.B.C.
FREE & PETERS, INC., REPRESENTATIVES

Studio Notes

WFAA, Dallas, on June 26 observed its 18th anniversary with two special broadcasts on the birthday theme and a series of novelty station break announcements used during the day. During a special public broadcast of the *Early Bird* program in the Baker Hotel an 18-pound birthday cake was sliced for the audience. The second program featured a 10-minute exposition by a speaking chorus on what it takes to build a radio show and progress made during the last 18 years.

TO ATTRACT interest in the Flag Day spectacle staged in Los Angeles Coliseum on June 14, KNX, Hollywood, engineers and announcers rode through downtown Los Angeles the day before in a new 10-ton U. S. Army tank. It was equipped with a public address system, which Announcer Bob Fiske utilized in describing the machine.

NEW beacon atop the transmitter tower of KGNC, Amarillo, Tex., was formally dedicated June 22, using breakfast bacon and toast instead of champagne because the beacon, highest point in the Texas Panhandle, has been named the Don McNeill Beacon in honor of the m.c. of the NBC *Breakfast Club*, heard on the station. A shotgun shell was loaded with bacon and toast and fired with proper christening ceremonies. Bob Watson, KGNC announcer, was in charge.

WMAZ, Macon, Ga., after severing connection with local newspapers at their request, has installed fulltime INS service, with two newscasters and a local reporter, and is circulating printed schedules of its 15 daily newscasts with six on Sundays.

Tots Are Guests

THANKS to Rollie Johnson and his one-man campaign on WCCO, Minneapolis, some 2,250 underprivileged children saw the NCAA track meet June 21-22 at the U of Minnesota stadium. Six nights a week on his WCCO sports broadcast Johnson plugged the idea of grownups buying tickets for youngsters at 25c per. He originated the idea two years ago.

TEL-PIC SYNDICATE, New York, has added KWBG, Hutchinson, Kan.; KABR, Aberdeen, S. D.; WDAY, Fargo; KGDE, Fergus Falls, Minn. Current total of stations now using its window displays is 135.

KDYL, Salt Lake City, on June 19 set up recording equipment at the Municipal Airport at 5 a.m. to record the inauguration of the new Western Air Express Jackson Hole County Scenic Tour. KDYL picked up the voice of Utah's Gov. Blood and other dignitaries as they started on the first regular 475-mile air tour of the Jackson Hole country. A condensed description of the trip, along with the interveiws, was included on the quarter-hour transcription as broadcast.

WHN, New York, has issued an eight-page mimeographed brochure promoting Gus Van, "The Melody Man," now heard thrice weekly, 1:45-2 p. m. and available to sponsors. The booklet relates Van's past history on network programs and tells what other New York stations have scheduled at the same time as competition.

KTAR, Phoenix, Ariz., and its chief engineer, Arthur C. Anderson, on June 21 celebrated their 18th anniversary in commercial radio. On June 21, 1922, Mr. Anderson was granted a license for KFAD, forerunner of KTAR, and he constructed the station's first broadcast plant. He was issued his first amateur license in 1914, when he was 12 years old. Mr. Anderson now is in charge of construction of KTAR's new 5 kw. transmitter and directional antenna, recently authorized by the FCC.

KGO-KPO, San Francisco, report local sales for the first five months of 1940 33% above the same period of 1939. KGO in May advanced 4% over April. While KPO was 8.4% under April, the May revenue was better than 41% ahead of same month a year ago.

KOA, Denver, staff baseball team, recently challenged that of Freddy Martin's orchestra, with the game ending in a 12-12 tie at end of sixth inning when it was called off because of rain.

WHEN eight owned and operated stations of CBS contributed $10,000 to the American Red Cross for its work in aiding war victims, Donald W. Thornburgh, the network's Pacific Coast vice-president, turned over to Nurse Marguerite Norway a $1,500 check, the amount donated by KNX, Hollywood. Contribution was made during a mid-June half-hour special salute program to the American Red Cross in behalf of the appeal for funds.

KOIN-KALE, Portland, Ore., held a private rose show for staff members in the studios early in June during the city's annual Rose Festival. Charles Couche, KOIN-KALE advertising manager, won first place by taking five out of 12 prizes. Other winners were Clyde Phillips, credit manager; Henry Swartwood, program manager; Newt Hedin, sales executive, and Art Kirkham, announcer. Dr. F. R. Hunter, president of the Portland Rose Society, headed the list of judges for the studio show.

WTAG, Worcester, Mass., in mid-May was host to 250 women listeners at its *Radio Journal* quilting bee in the WTAG studios. Greeted by Jane Woodhouse and Mildred Bailey, conducting the program, groups of the visiting women worked in shifts on a patchwork quilt made up of cloth scraps sent in by listeners during the preceding month. They were entertained as they worked by Gil Hodges and Jay Stoeckler, WTAG *Morning Paraders*, and Miss Bailey at the piano. The completed Friendship Quilt was raffled off at 25c per chance, with proceeds going to the Worcester Community Chest. Also during the party other articles donated by listeners were sold for charity.

THEODORE GRANIK, director of the MBS *American Forum of the Air*, on June 16 was awarded a scroll of merit by the U. S. Junior Chamber of Commerce. Junior Chamber delegates attended the June 16 broadcast in Washington during the organization's national convention, and the award was made at that time by Perry Pipkin, president of the Junior Chamber.

FULTON LEWIS Jr., MBS news commentator from Washington, is author of an article on the Byrd Expedition to Little America in the June issue of *The Commentator*.

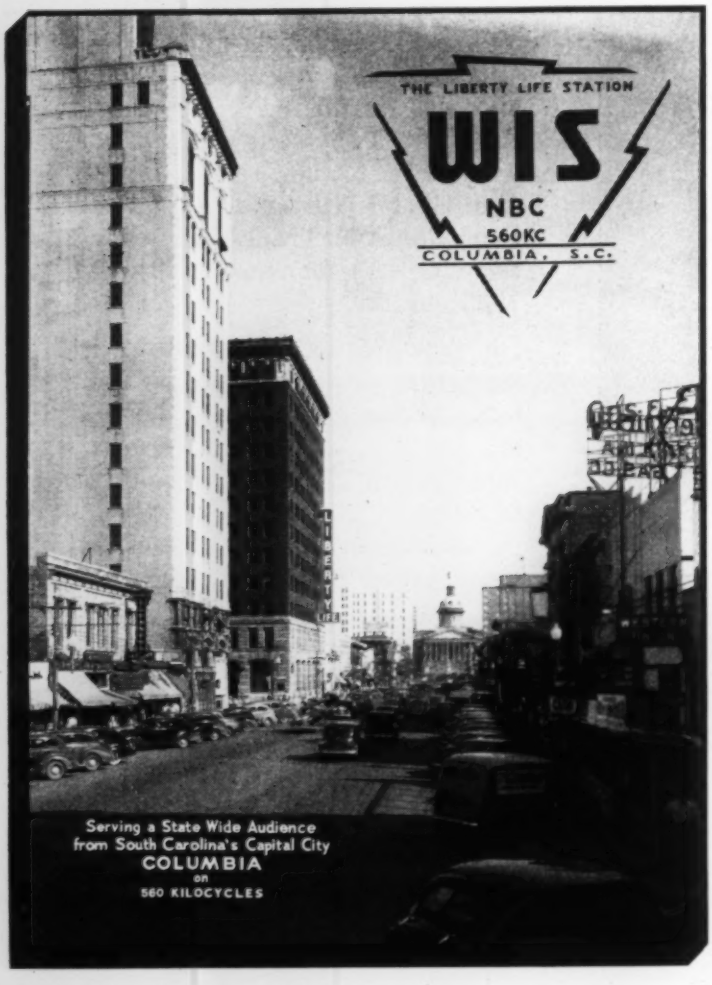
WNAX, Yankton, S. D., is carrying daily transcribed interviews with farmers in 14 neighboring counties, handled by Charles Worcester, WNAX farm director, and Jack Towers, of South Dakota State College. The pair tour the agricultural area, carrying portable transcription equipment to record interviews which are mailed daily to the station.

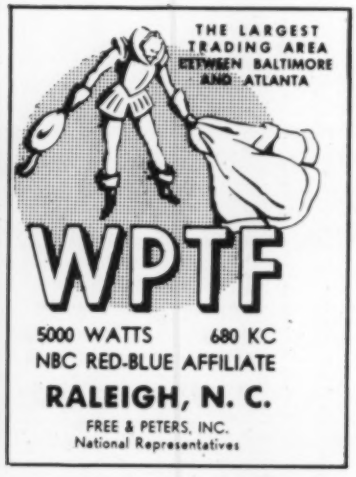
HUGE consistent weekly outdoor audience is attracted by the Sunday evening *Weston's Sing Song* on CFRB, Toronto, sponsored by George Weston Ltd. (biscuits), with 10,000 singers present each Sunday evening, 8:30-9, at Sunnyside Beach, Toronto. The program now in its fourth year is this summer featuring war songs. An 18 by 24 foot song book, the leaves of which are turned over by ushers dressed as bakers, shows the words for the audience. Tod Russell is m.c. this season, a choir is on the stage, and the show is produced by Richardson-Macdonald Adv. Service Ltd., Toronto.

WTMA, Charleston, S. C., on June 15 observed its first anniversary with a half-hour "birthday party" broadcast, reviewing the year's events in the station's history. With box suppers served in the studio, the entire staff participated.

WROK, Rockford, Ill., on June 14 started originating a series of weekly programs, *Musical Portraits*, for MBS. The programs feature Lorna Lane, organist, and Allie Sharpe, tenor, Friday noons, and are the first regular network originations of WROK.

OPERATIONS of WBOE, Cleveland Board of Education's high frequency broadcasting station, are the subject of a 163-page report which is being made available for $1.





ALL SIX Vancouver, B. C., stations cooperated in the mid-June "Air Supremacy Drive" to collect funds to buy training planes for the local Royal Canadian Air Force base. CJOR reported that during the first 2½ days of the drive listeners sent in a total of $2,431 for the drive, well above the station quota. CJOR participation was handled by Program Director Dick Diespecker, who shortly before had conducted a similar drive to obtain blankets for French refugees after an appeal by the Canadian Red Cross. Although no appeal was made for money, mention on newscasts eight times daily for two weeks brought in $1,041 in cash and several hundred blankets.

TO SUCCEED the *Democracy in Action* series, which ended June 16 after more than a year on CBS, the network on Aug. 4 will start *United We Stand*, an educational series presented in cooperation with the U. S. Office of Education to show Americans how every region of the United States has made its own social, economic or cultural contribution to the life of the nation.

WLTH, Brooklyn, is broadcasting daily announcements on both English and foreign language programs to promote an essay contest for young men and women under 18 years, whose parents are of foreign origin. The subject is "What American Democracy Means to Me as the Son or Daughter of Parents of Foreign Origin", the winner to receive a set of the Standard American Encyclopedia donated by the National Committee for Education. Closing date of the contest is July 4, the winner to be announced July 15.

PITTSBURGH'S five stations—WWSW, KDKA, KQV, WJAS, WCAE—on June 18 presented a plaque to S. H. Steinhauser, *Pittsburgh Press* columnist, who celebrated his 10th anniversary as radio editor. The presentation was made at an anniversary luncheon attended by station officials.

IN RECOGNITION of "outstanding service and Americanism", the New York County American Legion presented a medal to WNEW, New York, on June 24. Presentation was made by V. C. Perls (left), chairman of the Legion radio committee, and accepted by Richard K. Bard, WNEW publicity director.

KVOL, Lafayette, La., recently observed the first anniversary of its remote studios at New Iberia, La. In connection with the anniversary program, M. Matt LaVail, manager of the studios, furnished a trophy for civic achievement which was presented to William D. Reynolds Sr., a local business man. Harris Garb handled announcing of the special program, with District Judge James Simon as m.c.

WCCO, Minneapolis, is loaning Minneapolis public schools its collection of 68 recordings of the CBS *Americans at Work* series heard in the 1939-40 season. According to Max Karl, WCCO educational director, 128 pupils of Minneapolis schools, as a regular part of their classwork in vocational education next fall, will listen to the records.

WJBK, Detroit, is sponsoring a four-hour Independence Day celebration at Detroit's Belle Isle Park during which 14 different nationality groups are to be represented, each of which will pledge allegiance to the American Flag and participate in other patriotic features. The station expects an attendance of 50,000. Cooperating in the event are the American Legion, Veterans of Foreign Wars and the Boy Scouts. The opening part of the July 4 program will be broadcast on WJBK. The program is under supervision of Stanley Altschuler, WJBK foreign language director.

WLAW, Lawrence, Mass., has been named the official broadcasting station for the State convention of the American Legion, to be held at Salisbury, Mass., Aug. 22-24. David M. Kimel, commercial manager of WLAW, has been appointed vice-chairman of the American Legion radio committee.

CANADIAN Broadcasting Corp. has installed three Presto recording units, five new microphones and portable amplifiers designed to operate from batteries, in conection with improved facilities for recording history-making events for listeners. The CBC network rebroadcasts during evening hours all important speeches and events which often are broadcast from overseas at hours when most listeners cannot hear them.

WEEKLY radio column giving news bits and human interest highlights of 1940 New York World's Fair is being mailed to 90 stations throughout the country for local broadcasts. Titled "This Week at the Fair", the column is prepared by Edwin P. Curtin, news editor of the Fair's radio department, who also broadcasts the daily *World's Fair Reporter* series on WNYC, New York.

MBS on June 19 started concert broadcasts by the Winnipeg Summer Symphony Orchestra for a 10-week period.

CBS on July 2 will start broadcasting portions of the New York Philharmonic Symphony concerts from Lewisohn Stadium, New York, Tuesdays, 9:30-10 p. m. The concerts also will be shortwaved to South America on WCBX, CBS international station, with commentaries in Spanish by Americo Lugo-Romero.

MBS during the first week in July will start three series of public service quarter-hour programs—*The March of Health*, dramatic presentations dealing with public health; *Dr. Pedigree*, featuring Stephen McCormick tracing the history of family names; *This Might Be You*, presented in cooperation with the U. S. Dept. of Labor to show the privileges enjoyed by labor in this country.

INS has announced new subscribers, including KFDA, Amarillo, Tex.; WLAV, Grand Rapids, Mich.; WFPG, Atlantic City, N. J., and KRIC, Beaumont, Tex.

UNDER CONSTRUCTION

5000 WATTS

FULL TIME IN

BOSTON

1470 KC.

WMEX

DOUBLE POWER!

CJOR's new Western Electric 1000-watt transmitter will double the power of the only Vancouver station to retain its wavelength under the Havana Treaty.

CJOR

Vancouver, B. C.

Nat. Rep:
Joseph Hershey McGillvra

9 Proven PROMOTION PLANS

FOR USE IN YOUR LOCAL NEWSPAPER

GREAT MOMENTS in RADIO

Tonight at 7:30
"WHERE ARE YOU FROM?"
Radio's sensational new idea
WOL

AS USED BY WOL, WASHINGTON, D. C.

GREAT MOMENTS IN RADIO

A dramatically illustrated reader attraction feature with a unique tie-in for your copy. Produced in single column mats, six days a week.

• • •

CARTOON PROMOTION

An up-to-the-minute feature with a gag line that becomes a by-word to prospective listeners and sponsors. Produced in single and double column mats, six days a week.

AS USED BY WHAM, ROCHESTER, N. Y.

They Must Be Good!
150 clients in the U.S. & Canada

WRITE OR WIRE FOR DETAILS

BROADCASTERS PROMOTION SERVICE
ATLANTIC CITY, N.J.

Southern Accent

JOHN SCHULTZ, manager of WSTP, Salisbury, N. C., appeared on the MBS program *Where Are You From?* during a recent visit to New York. Dr. Henry Lee Smith, speech authority who conducts the program, attempted to locate Schultz by his voice, using a map of MBS stations as a guide. From his pronunciations, Dr. Smith located Schultz as being from North Carolina and guessed that his station was WRAL, Raleigh, a miss of only about 100 miles.

CHART BREAKER!

Buy WAIR and watch the sales line move right up through the top! Throughout this rich territory, WAIR is tops in listener-confidence — the chief sales-producing ingredient!

WAIR

Winston-Salem, North Carolina
National Representatives
Sears & Ayer

LOCAL NEWS STILL IN DEMAND

Michigan Survey Indicates Community Items Are Strong Attracters of Audience

THOUGH Europe's war continues to occupy the major attention of radio newsmen, small local stations in Michigan are not overlooking local news broadcasting as a way to build listener interest. To a questionnaire circulated by the radio writing class of Michigan State College, East Lansing, 11 of 16 Michigan stations of 1,000 watts power or less replied they provide detailed coverage of local news in their primary areas. Nine stations maintain their own local news bureau, the survey showed, while three additional stations have access to the local news gathered by reporters of the daily newspapers with which stations are affiliated.

Stations responding to the questionnaire said they find local news broadcasts one of their strong program features in attracting, increasing and maintaining a steady listening audience, particularly since many small stations sandwich one or two local news stories into the five-minute news summaries they present each hour. Some stations reported appointing out-of-town correspondents to cover activities in towns within the primary coverage area. A few stations in towns where competition with local daily newspapers is keen indicated they find local news one of their strongest program features.

Like other journalists, radio newsmen apparently are aware of the necessity for maintaining a disinterested and impartial view of the local news they report as well as the necessity for accuracy and the restraint imposed by standards of good taste, questionnaire replies indicated. The survey revealed that low-power stations in larger metropolitan cities find local news "poor radio", while stations in cities of from 30,000 to 100,000 population place considerable emphasis on local news coverage.

In covering news of the primary area, some local stations in Michigan employ a news staff similar to that of a daily newspaper, stressing immediacy of presentation as a means of scooping competing newspapers and building listener interest. The type of news covered by these stations ranges from major community enterprises and local political news to women's activities and sports, the survey revealed. Many stations publicize serious accidents, prison breaks, police manhunts and similar flash news but avoid mention of sordid or criminal activities.

Most of the stations combine their local news with national and international reports when presenting newscasts, although a few stations present strictly local news broadcasts one or more times daily the survey indicated. Nine stations said they incorporate local sports news into their local news summaries, while seven reserve sports for special sportscasts.

In general, the stations cooperating in the survey prefer the meal hours and mid-evening (8:45-10 p.m.) to present local news, believing the largest audience of interested listeners is available at these hours.

Not only does thorough and adequate news coverage of the primary listening area help hold a constant audience, but it makes the station more popular with its listeners and consequently enhances the value of the station's programs as well as increasing the station's value as an effective advertising medium, was the conclusion drawn from study of the questionnaire answers.

The survey, completed by Willard Baird, Michigan State College senior and a news commentator of WKAR, East Lansing, was directed by Ralph Norman, instructor in radio writing.

WHEB Transfer Asked By R. G. LeTourneau

THE SALE of complete ownership of WHEB, Portsmouth, N. H., 250-watt daytime station on 740 kc., which holds a construction permit for 1,000 watts, is proposed in an application for transfer of ownership filed with the FCC. R. G. LeTourneau, wealthy manufacturer of road-grading and other heavy machinery, with plants at Peoria, Ill., and Toccoa, Ga., would be the purchaser. Mr. LeTourneau recently acquired the 20% interest of C. A. Morrison, of Kittery, Me., for $1,463, and would pay $6,000 for the remaining 80% which is now owned by the Rev. H. J. Wilson, of Portsmouth.

The station, while operated commercially, is chartered for non-profit operation and is partly devoted to religious activity. Mr. LeTourneau is founder of the LeTourneau Foundation with assets of $12,250,000 and devoted to non-sectarian religious promotion. Mr. LeTourneau is also building a new town near Toccoa, Ga., to be called Tournaco, and has applied for a new 250-watt station on 1420 kc. there.

Plans for New WBRW

HAROLD McWHORTER, onetime part owner and manager of WPAR, Parkersburg, W. Va., will be manager of the new WBRW, Welch, W. Va., 250 watts on 1310 kc., which he reports will start equipment tests about Aug. 1. The station was authorized for construction May 15, the licensee corporation being headed by J. W. Blakely, insurance man and motion picture theater owner. Gates equipment, RCA microphones, Presto turntables and the first radiator ever to be constructed by Union Metal Co. are being installed. Mr. McWhorters' staff will include W. H. Bane, commercial manager, and George Yazell and Thomas Phillips, engineers. Other staff members have not yet been selected.

Ford Buys WJR Games

FORD MOTOR Co., Detroit, will sponsor on WJR, Detroit, broadcasts of the 11 games to be played by the Detroit Lions professional football team this fall. Covering both home and away games, sponsorship also includes several broadcasts from the Lions' training camp as well as the annual warm-up game between "freshmen" and regulars.

The momentous events of the past few weeks have greatly intensified the demand for a radio news coverage that is not only timely, but authoritative as well. In the Pacific Northwest radio listeners turn habitually to KGW and KEX for news, because these stations bring them not just news, but OREGONIAN NEWS.

KGW and KEX have behind them the full prestige and authority of a newspaper which has been singled out for national honors by the University of Missouri School of Journalism.

Obviously KGW and KEX "the radio stations of The Oregonian" also benefit by such recognition. So, your advertising message will reach a larger, more receptive audience on KGW and KEX, Portland's *only* newspaper-owned and operated stations.

KGW 620 KC 5000 WATTS DAYS 1000 WATTS NIGHTS NBC RED

RADIO STATIONS OF THE **OREGONIAN** PORTLAND • OREGON

KEX 1160 KC 5000 WATTS CONTINUOUS NBC BLUE

National Representatives—EDWARD PETRY & CO. INC.
New York Chicago Detroit St. Louis San Francisco Los Angeles

WALTER P. BURN & ASSOCIATES, INC.
Radio's Map Makers
7 W. 44TH STREET NEW YORK, N. Y.

Equipment

A NEW triple turntable and sound effects unit has been built by Al Span, CBS Hollywood sound effects director and his staff. The machine incorporates a filter system for special effects and a complete new "electro-voice" unit, including all the recent developments that enable sound effects to "talk". Any sound effect, from a steam whistle or truck to the noise of a termite gnawing a cellar support, can be blended with the human voice through the new voice-unit, according to Span. He explained that sound effects men have to be carefully trained and rehearsed in the use of the "electro-voice" unit, which employs two small circular wire units held in the operator's throat. The latter forms words with his lips. The operator utters no sound, but the sound effect itself picks up words formed by the lips and acquires a strange voice of its own.

CFRB, Toronto, has placed an order for a 300-foot steel tower with Canadian Bridge Co. Ltd., Walkerville, Ont., to replace the tower blown down in a windstorm May 19. The T-type antenna is at present supported only from one 300-foot tower to a small temporary tower at the transmitter site at Aurora, 25 miles north of Toronto.

RCA MFG. Co., Camden, N. J., has organized a special field force of sales engineers and service experts in every section of the country to merchandise RCA police radio and emergency communication equipment, according to Harry Mickel in charge of RCA police radio sales. The representatives are associated with the RCA district sales offices under the direction of Fred D. Wilson, RCA manager of field sales activities.

RADIAD SERVICE, Chicago, manufacturers of sound equipment, on June 19 announced appointment of R. A. Adams as special factory representative for Michigan. Assisted by Fred Anderson, Mr. Adams will have offices at 9440 Dexter Blvd., Detroit; phone Tyler 4-3535.

EQUIPPED with an RCA transmitter, UTC speech input and a Wincharger tower, the new WMVA, Martinsville, W. Va., is scheduled to go on the air some time in August, according to Jonas Weiland, operator of WFTC, Kinston, N. C., who is partner in the enterprise with William C. Barnes, publisher of the *Martinsville Bulletin*. WMVA will operate with 100 watts night and 250 day on 1420 kc.

RCA equipment and a Wincharger tower have been ordered for the new WCBI, Columbus, Miss., authorized for construction May 21 to operate with 250 watts on 1370 kc. Birney Imes, publisher of the *Columbus Commercial Dispatch*, who will operate the station, reports it will go on the air shortly after Sept. 1.

RCA MFG. Co., Camden, N. J., has announced sale of the following equipment: 250-K broadcast transmitters to WGOV, Valdosta, Ga.; WDAK, West Point, Ga.; WFPG, Atlantic City (contingent).

WGN's 'Blackout Over America'

ELISSA LANDI and Phillips Holmes, stage and movie stars, have been retained by WGN, Chicago, to star in a new ten-week sustaining series of dramatic programs titled *Blackout Over America*. Broadcasts start on July 5, 7-7:30 p.m. (CDST), and will be heard over MBS. Miss Landi will play the part of "Lorna Carroll", ace *Chicago Tribune* reporter. Mr. Holmes will appear as "Riley Davis", a famed MBS news commentator. The drama deals with the work of this pair in fighting the efforts of the fifth column to destroy the Government. Series is written and directed by Blair Walliser.

ON LITTLE Crow Island in New Bedford Harbor, WNBH, New Bedford, Mass., in mid-June started constructing its new transmitter plant, sketched in this artist's drawing. With a power increase to 250 watts, the station is building a single-story Cape Cod cottage as a transmitter house, complete with living quarters for the transmitter crew, and erecting a 375-foot Blaw-Knox tower [BROADCASTING, June 15].

'Camera' Radio

RCA MFG. Co. introduced to the New York market in latter June its new camera-size, battery-operated RCA Victor Radio. The set measures 8 7/8 inches long by 3 11/16 inches wide by 2 15/16 inches deep. It weighs four pounds and comes with a strap so it may be slung over the shoulder like a camera. It turns on automatically when the cover is raised, and operates on an A or flashlight battery and a B battery.

Worcester FM Fulltime

W1XTG, Worcester, Mass., FM adjunct of WTAG, is now operating on a full 6:30 a.m. to 12 midnight schedule, duplicating for the present regular WTAG programs. Station operates on 43.4 mc., and is equipped with a 1 kw. GE transmitter. GE reports signal tests show excellent reception in Boston, 50 miles away. Hailing the opening of W1XTG the *Worcester Sunday Telegram* of June 16 carried two separate FM stories on the front page of the radio section. In addition to a local story on the opening of W1XTG June 17, the paper reprinted the explanatory booklet, *Broadcasting Better Mousetrap*, published by FM Broadcasters Inc.

Youngstown Steel mills are operating at capacity. Cover this rich market best with WFMJ.

WFMJ

YOUNGSTOWN, OHIO

Appearance counts too!

Vertical Radiator by Blaw-Knox

Clean-cut in appearance as well as performance, Blaw-Knox Vertical Radiators give stations a double reason for being proud of them. The features that distinguish Blaw-Knox Radiators—eye-value, greater broadcast coverage, extremely low maintenance cost—are due to one thing . . . *better engineering*. All Blaw-Knox radiators are designed for specific requirements; all reflect an experience covering the entire history of broadcasting. Let us discuss your radiator requirements with you.

BLAW-KNOX DIVISION
of Blaw-Knox Company
2038 FARMERS BANK BLDG., PITTSBURGH, PA.
OFFICES IN PRINCIPAL CITIES

NOTE—Blaw-Knox Directional Radio Beacons are used exclusively to guide all air transport service in the United States and Canada.

DISTRIBUTORS
GraybaR ELECTRIC COMPANY

SEND FOR A FREE TRIAL SAMPLE

DECIDE LIKE AN EXPERT!

Words can't describe the great superiority of these Royal folding chairs. We'd rather send you a free sample for 30 days' use and inspection. Subject it to any test you like!

First, mail coupon below for our new catalog. Select the chair you like.

We'll ship it immediately prepaid.

Royal

Sign below and attach to business letterhead for New Royal Folding Chair Catalog

Mr.....

STRONGEST, SAFEST AND MOST COMFORTABLE

ROYAL METAL MFG. CO.
173 N. Michigan Ave., Dept. Q-4, CHICAGO
New York • Los Angeles • Toronto

Headliners Honor White and Swing

Commentators Receive Awards For CBS, MBS Programs

WILLIAM L. WHITE, CBS foreign correspondent during the Russo-Finnish war and reporter for the *New York Post*, and Raymond Gram Swing, MBS news commentator in New York, are the two radio winners of the National Headliners Club's awards, announced June 29 at the Headliners Frolic at the Hotel Traymore, Atlantic City.

Mr. White received the award for the "best radio coverage of a news event" for his Christmas Eve broadcast from the trenches somewhere near Helsinki, the CBS program which inspired Robert E. Sherwood to write the current Broadway success "There Shall Be No Night". White, son of William Allen White, noted editor of the *Emporia* (Kansas) *Gazette*, worked on his father's paper after his graduation from Harvard for a number of years, moving to the East in 1934. He was a reporter and writer until asked by CBS to cover the war in Finland. He is now in Emporia on vacation.

Swing's Career

Raymond Gram Swing, who won the Headliners' award for "consistent excellence in radio news interpretation", first gained fame as an authoritative radio commentator during the September, 1939, war crisis in Europe. Swing reported for more than a half-dozen newspapers during his youth and was with the *Chicago Daily News* during the World War. He has been in radio for 2½ years, and is currently heard five nights weekly on MBS, with his Monday and Friday broadcasts sponsored by General Cigar Co. For several years Swing has done a weekly quarter-hour on American affairs for the BBC by shortwave, but he recently dropped this because of the pressure of his domestic schedule.

Presentation of the 14 silver plaques for outstanding achievements in the field of radio, press and newsreels was made by Arthur Robb, chairman of the Headliners' Club, and editor of *Editor & Publisher*, at the club's dinner. CBS broadcast a portion of the ceremonies from 6:30-6:45 p.m. while Mr. Robb made the citations. Following the broadcast, the CBS program *The World Today*, featuring news from abroad, was tuned in on for the dinner guests in order that they might hear two previous Headliners Club winners, William L. Shirer, in Berlin, and Edward R. Murrow, chief of CBS' European staff, in London.

Winners in the fields other than radio were: Arthur Menken, Paramount News, for his coverage of the evacuation of Namsos, Norway; Westbrook Pegler, *New York World-Telegram*, for the best exclusive news reporting in the domestic field; Clifford L. Day, UP, for best exclusive reporting in foreign field; *Chicago Daily News*, an extra award for journalistic excellence in foreign news coverage; Herbert L. Block ("Herblock"), NEA, for best cartoon, "Norway"; M. D. Clofine, "News of the Day," for his "Awake America" newsreel; Gen. Hugh S. Johnson, *New York World-Telegram*, for the best column; Waterbury (Conn.) *American Republican*, for its expose of political corruption; Leo Lieb, formerly of the *New York Mirror* and now with PM, for his picture "The Laughing Kitten"; Howard Blakeslee, AP, for his scientific and medical reporting; Angus Perkerson, *Atlanta Journal*, for best Sunday magazine section, and Robert Golden, *Richmond Times-Dispatch*, for best feature writing.

COVERAGE OF FIRE
WDSM Gives Five-Hour Story Of Bad Blaze

WHEN fire destroyed the 50-year-old Hotel Superior in Superior, Wis., on June 18, WDSM carried a five-hour description of the blaze, with microphones on the street below and in its Superior studio, located just across the street from the hotel. WDSM went into action a few minutes after the blaze was discovered at 7:20 a.m., continued without a pause until 10:30 a.m., and then picked up again at 10:45 until 12:45 p.m. Using more than 500 feet of cord, microphones were taken right into the debris-strewn street and among fire fighting equipment by Manager Bob Kennedy and Announcer Lew Martin.

Broadcast excitement hit a high spot as a four-story wall collapsed into the street, some of the debris striking one of the WDSM staff men and injuring him slightly. Heavy smoke and sparks also caused some trouble for observers during the long broadcast. Other staff members participating in covering the fire included Leo Fremont, continuity director, Announcer Jack Cosgrove, Chief Engineer Ole Gabrielson and three other members of the engineering staff.

ST. LOUIS PROTEST OF WCBD REJECTED

PETITIONS of WCBD, Chicago, protesting against the so-called "St. Louis shifts", under which KFUO, Lutheran Synod station, was given a change in frequency from 550 to 830 kc. daytime, were denied June 25 by the FCC. WCBD had pending an application for assignment on 830 kc. at the time of the KFUO grant and held that the FCC action was improper. The Commission, however, ruled there is no statutory or other requirement that it withhold action on a broadcast application in order to consider it on a comparable basis with some other pending application.

Pointing out that WCBD is scheduled for hearing on its application to shift from 1080 to 830 kc. with 5,000 watts daytime, the Commission said the station will be afforded a hearing and that it will have ample opportunity to show that its operation as proposed will better serve the public interest than will the operation of KFUO as authorized by the recent grant. "The grant herein to KFUO," the Commission said, "does not preclude the Commission at a later date from taking any action which it may find will serve the public interest."

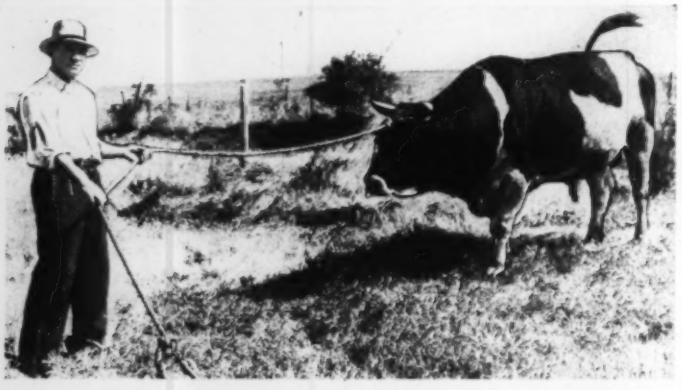
In the St. Louis shifts [BROADCASTING, May 15], KSD was awarded full time on 550 kc. and KXOK, St. Louis, was given full time on 630 kc. in lieu of its 1250 kc. assignment. Other stations affected were KFRU, Columbia, Mo., and WGBF, Evansville, Ind. [BROADCASTING, May 15].

Cho-Cho Spots

CHO-CHO Co., Milwaukee (chocolate malted ice cream on stick), a subsidiary of the Carnation Co., on June 17 started a 10-week campaign of transcribed one-minute announcements on KFRC, San Francisco; KROW, Oakland; KHJ, Los Angeles; WAPI, Birmingham, Ala.; WGST, Atlanta; KGKO, Ft. Worth; KPRC, Houston. Schedule varies from 10 to 14 announcements weekly. Neisser-Meyerhoff, Chicago, handles the account.

CONTRIBUTIONS from the radio industry to the Greater New York Fund total $40,703 to date, according to Niles Trammell, NBC executive vice-president and chairman of the Fund's radio division. Of this total, broadcasting firms gave $35,413 and employes $5,290.

MONEY ON THE HOOF -- $132,894,735.00 WORTH!



THERE'S NO BULL on earth worth that much dough—but, the sale of livestock brought that much money to Kansas farmers last year thereby establishing products of livestock as the state's chief source of income.

Glenn D. Gillett Field Strength Survey—1939—to .1 MV/M

Yes, wheat money, cattle money, oil money, money from all types of industry help to make Wichita a 470 million dollar market. No doubt this is the reason why the 292,421 radio families in the KFH AIREA have above average incomes. And there's no doubt but what you (or your client) could get your share if you'd use

THAT SELLING STATION FOR KANSAS

KFH
WICHITA

Columbia's Only Full Time Outlet for Kansas

CBS • 5000 DAY • C.P. 5000 NIGHT (ready soon) • CALL ANY EDWARD PETRY OFFICE

The Shortest Route to the rich AKRON MARKET is via Akron's Popular Station,

WJW
AKRON, OHIO

Representatives
Headley-Reed Company

THE ALLIANCE between U. S. and Canadian "borderless" radio was stressed at ceremonies attending the opening last month of Canadian Broadcasting Corp.'s new plant for CBM, Montreal. Among the notables participating were (l to r) A. H. Ginman, president, Canadian Marconi Co.; David Sarnoff, president of RCA and board chairman of NBC; Dr. Augustin Frigon, CBC assistant general manager; Jean Marie Beaudet, CBC Quebec program director; Omer Renaud, CBM announcer; Rene Morin, who serves as the chairman of the CBC board of governors.

Sarnoff Describes Radio As Good-Will Promoter

"RADIO broadcasting in the hands of a free people is a powerful agency of information, culture, education, and entertainment," David Sarnoff, president of RCA, stated June 17, during a broadcast from Montreal, Canada, presented by the CBC on the occasion of the inauguration of the new transmitter of CBM, Montreal. Mr. Sarnoff praised the exchange of programs between the United States and Canada which has made for a better human relationship between the two countries.

Bearing out the same theme in his talk on "Communications in a Changing World" at the 14th annual session of the Institute of Public Affairs, held June 21 at the U of Virginia, Mr. Sarnoff stated that although it is true that communications "are perverted for destructive purposes by makers of hate and war, still it is true that only through communications can there be that meeting of minds which must be obtained if world opinion is to establish and maintain peace."

DR. HOWARD HANSON, head of the Eastman School of Music, will conduct two concerts from the Interlochen Bowl, Interlochen, Mich., on July 6 and 7 to inaugurate the tenth consecutive season of weekly summer broadcasts on NBC-Blue from the National Music Camp.

FM

Synchronized

BY

Western Electric

SEE PAGE 7

URGES U. S. NEWS

American Reports Honest, Says Canadian Magazine

SUGGESTION TO Canadians that they listen to U. S. broadcasting stations rather than to those of the CBC for "realistic analysis" of war news, was made in the June, 1940 issue of the *Canadian Forum*, a liberal monthly publication on public opinion. The editorial, titled "Turn the Dial", read:

"In Canada the CBC, which is now entirely under government domination, and our newspapers have combined to give us the news so colored with rosy optimism that they have built up a widespread suspicion of the honesty of their reports. Canadians who want realistic analysis of what is happening in Europe should tune in to John Gunther, H. V. Kaltenborn, Raymond Gram Swing or Elmer Davis. All these men are strongly sympathetic with the Allied cause, but they are talking on the air to a national audience which wants as much enlightenment on the course of events and the meaning of events as skilled news analysts can give. But why should our CBC and our Canadian newspaper publishers assume that we don't want the same kind of enlightenment, even if it involves the frank recognition of painful facts?"

Urges Canadian Shortwaves

THE Canadian Government was urged to build immediately a shortwave broadcasting station, long planned by the Canadian Broadcasting Corp., in view of rapidly diminishing number of democratic government shortwave broadcasters in Europe, in the *Toronto Financial Post*, leading Canadian financial paper. It urged Canada to build this station now, since Great Britain's stations are about the only ones left in Europe to broadcast Allied news. The paper also asked some of the United States shortwave broadcasters to permit the use of their stations for a limited daily period for the transmission of programs from Canada.

TWO plays by Gordon Webber of NBC's Information Division were produced on successive weeks on the NBC-Blue *Radio Guild Drama* Saturday evening programs. On June 15, Mr. Webber's "The Long Lost Brother of Pinky Chance" was presented, and on June 22 his musical fantasy, "The Crazy Heart Blues."

Florsheim Adding

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Salt Lake City

and the area it serves comprise one of the country's

best

summer markets

★

Take advantage of the lively

Showmanship of

KDYL

The POPULAR Station

Salt Lake City

National Representative JOHN BLAIR & CO

NBC RED NETWORK

$15.00 GETS YOU $20.00

And no gamble either. Just plain arithmetic. Here's how: A minute on WMBG—the Red Network station—costs only $15.00—night time rate. A minute on the other leading Richmond station—night time rate—costs $35.00—saving—$20.00.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night—and equal density of coverage. WMBG charges you only for what it covers—a saving of $20.00 on a minute spot—other savings in proportion. Before you buy—get the WMBG story. WMBG NBC Red outlet, Richmond, Va. National Representative John Blair Company.

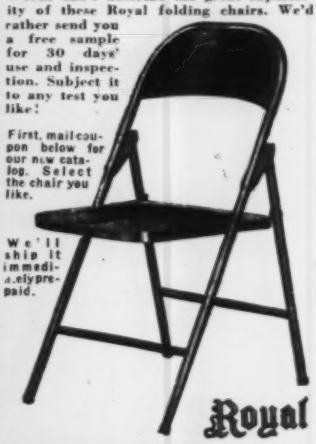
SEND FOR A FREE TRIAL SAMPLE

DECIDE LIKE AN EXPERT!

Words can't describe the great superiority of these Royal folding chairs. We'd rather send you a free sample for 30 days' use and inspection. Subject it to any test you like.

First, mail coupon below for our new catalog. Select the chair you like.

We'll ship it immediately prepaid.



Sign below and attach to business letterhead for New Royal Folding Chair Catalog

Mr.....

STRONGEST, SAFEST AND MOST COMFORTABLE

ROYAL METAL MFG. CO.
173 N. Michigan Ave., Dept. Q-4, CHICAGO
New York • Los Angeles • Toronto

Headliners Honor White and Swing

Commentators Receive Awards For CBS, MBS Programs

WILLIAM L. WHITE, CBS foreign correspondent during the Russo-Finnish war and reporter for the *New York Post*, and Raymond Gram Swing, MBS news commentator in New York, are the two radio winners of the National Headliners Club's awards, announced June 29 at the Headliners Frolic at the Hotel Traymore, Atlantic City.

Mr. White received the award for the "best radio coverage of a news event" for his Christmas Eve broadcast from the trenches somewhere near Helsinki, the CBS program which inspired Robert E. Sherwood to write the current Broadway success "There Shall Be No Night". White, son of William Allen White, noted editor of the *Emporia* (Kansas) *Gazette*, worked on his father's paper after his graduation from Harvard for a number of years, moving to the East in 1934. He was a reporter and writer until asked by CBS to cover the war in Finland. He is now in Emporia on vacation.

Swing's Career

Raymond Gram Swing, who won the Headliners' award for "consistent excellence in radio news interpretation", first gained fame as an authoritative radio commentator during the September, 1939, war crisis in Europe. Swing reported for more than a half-dozen newspapers during his youth and was with the *Chicago Daily News* during the World War. He has been in radio for 2½ years, and is currently heard five nights weekly on MBS, with his Monday and Friday broadcasts sponsored by General Cigar Co. For several years Swing has done a weekly quarter-hour on American affairs for the BBC by shortwave, but he recently dropped this because of the pressure of his domestic schedule.

Presentation of the 14 silver plaques for outstanding achievements in the field of radio, press and newsreels was made by Arthur Robb, chairman of the Headliners' Club, and editor of *Editor & Publisher*, at the club's dinner. CBS broadcast a portion of the ceremonies from 6:30-6:45 p.m. while Mr. Robb made the citations. Following the broadcast, the CBS program *The World Today*, featuring news from abroad, was tuned in on for the dinner guests in order that they might hear two previous Headliners Club winners, William L. Shirer, in Berlin, and Edward R. Murrow, chief of CBS' European staff, in London.

Winners in the fields other than radio were: Arthur Menken, Paramount News, for his coverage of the evacuation of Namsos, Norway; Westbrook Pegler, *New York World-Telegram*, for the best exclusive news reporting in the domestic field; Clifford L. Day, UP, for best exclusive reporting in foreign field; *Chicago Daily News*, an extra award for journalistic excellence in foreign news coverage; Herbert L. Block ("Herblock"), NEA, for best cartoon, "Norway"; M. D. Clofine, "News of the Day," for his "Awake America" newsreel; Gen. Hugh S. Johnson, *New York World-Telegram*, for the best column; Waterbury (Conn.) *American Republican*, for its expose of political corruption; Leo Lieb, formerly of the *New York Mirror* and now with PM, for his picture "The Laughing Kitten"; Howard Blakeslee, AP, for his scientific and medical reporting; Angus Perkerson, *Atlanta Journal*, for best Sunday magazine section, and Robert Golden, *Richmond Times-Dispatch*, for best feature writing.

COVERAGE OF FIRE
WDSM Gives Five-Hour Story Of Bad Blaze

WHEN fire destroyed the 50-year-old Hotel Superior in Superior, Wis., on June 18, WDSM carried a five-hour description of the blaze, with microphones on the street below and in its Superior studio, located just across the street from the hotel. WDSM went into action a few minutes after the blaze was discovered at 7:20 a.m., continued without a pause until 10:30 a.m., and then picked up again at 10:45 until 12:45 p.m. Using more than 500 feet of cord, microphones were taken right into the debris-strewn street and among fire fighting equipment by Manager Bob Kennedy and Announcer Lew Martin.

Broadcast excitement hit a high spot as a four-story wall collapsed into the street, some of the debris striking one of the WDSM staff men and injuring him slightly. Heavy smoke and sparks also caused some trouble for observers during the long broadcast. Other staff members participating in covering the fire included Leo Fremont, continuity director, Announcer Jack Cosgrove, Chief Engineer Ole Gabrielson and three other members of the engineering staff.

ST. LOUIS PROTEST OF WCBD REJECTED

PETITIONS of WCBD, Chicago, protesting against the so-called "St. Louis shifts", under which KFUO, Lutheran Synod station, was given a change in frequency from 550 to 830 kc. daytime, were denied June 25 by the FCC. WCBD had pending an application for assignment on 830 kc. at the time of the KFUO grant and held that the FCC action was improper. The Commission, however, ruled there is no statutory or other requirement that it withhold action on a broadcast application in order to consider it on a comparable basis with some other pending application.

Pointing out that WCBD is scheduled for hearing on its application to shift from 1080 to 830 kc. with 5,000 watts daytime, the Commission said the station will be afforded a hearing and that it will have ample opportunity to show that its operation as proposed will better serve the public interest than will the operation of KFUO as authorized by the recent grant. "The grant herein to KFUO," the Commission said, "does not preclude the Commission at a later date from taking any action which it may find will serve the public interest."

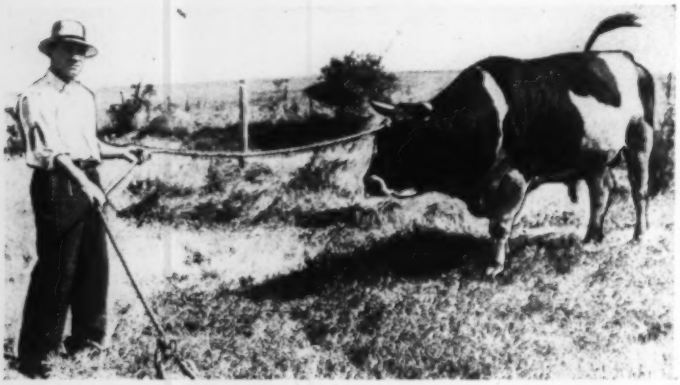
In the St. Louis shifts [BROADCASTING, May 15], KSD was awarded full time on 550 kc. and KXOK, St. Louis, was given full time on 630 kc. in lieu of its 1250 kc. assignment. Other stations affected were KFRU, Columbia, Mo., and WGBF, Evansville, Ind. [BROADCASTING, May 15].

Cho-Cho Spots

CHO-CHO Co., Milwaukee (chocolate malted ice cream on stick), a subsidiary of the Carnation Co., on June 17 started a 10-week campaign of transcribed one-minute announcements on KFRC, San Francisco; KROW, Oakland; KHJ, Los Angeles; WAPI, Birmingham, Ala.; WGST, Atlanta; KGKO, Ft. Worth; KPRC, Houston. Schedule varies from 10 to 14 announcements weekly. Neisser-Meyerhoff, Chicago, handles the account.

CONTRIBUTIONS from the radio industry to the Greater New York Fund total $40,703 to date, according to Niles Trammell, NBC executive vice-president and chairman of the Fund's radio division. Of this total, broadcasting firms gave $35,413 and employes $5,290.

MONEY ON THE HOOF -- $132,894,735.00 WORTH!



THERE'S NO BULL on earth worth that much dough—but, the sale of livestock brought that much money to Kansas farmers last year thereby establishing products of livestock as the state's chief source of income.

Glenn D. Gillett Field Strength Survey—1939—to .1 MV/M

Yes, wheat money, cattle money, oil money, money from all types of industry help to make Wichita a 470 million dollar market. No doubt this is the reason why the 292,421 radio families in the KFH AIREA have above average incomes. And there's no doubt but what you (or your client) could get your share if you'd use

THAT SELLING STATION FOR KANSAS

KFH
WICHITA

Columbia's Only Full Time Outlet for Kansas

CBS • 5000 DAY • C.P. 5000 NIGHT (ready soon) • CALL ANY EDWARD PETRY OFFICE

The Shortest Route to the rich AKRON MARKET is via Akron's Popular Station,

WJW
AKRON, OHIO

Representatives
Headley-Reed Company

THE ALLIANCE between U. S. and Canadian "borderless" radio was stressed at ceremonies attending the opening last month of Canadian Broadcasting Corp.'s new plant for CBM, Montreal. Among the notables participating were (l to r) A. H. Ginman, president, Canadian Marconi Co.; David Sarnoff, president of RCA and board chairman of NBC; Dr. Augustin Frigon, CBC assistant general manager; Jean Marie Beaudet, CBC Quebec program director; Omer Renaud, CBM announcer; Rene Morin, who serves as the chairman of the CBC board of governors.

Sarnoff Describes Radio As Good-Will Promoter

"RADIO broadcasting in the hands of a free people is a powerful agency of information, culture, education, and entertainment," David Sarnoff, president of RCA, stated June 17, during a broadcast from Montreal, Canada, presented by the CBC on the occasion of the inauguration of the new transmitter of CBM, Montreal. Mr. Sarnoff praised the exchange of programs between the United States and Canada which has made for a better human relationship between the two countries.

Bearing out the same theme in his talk on "Communications in a Changing World" at the 14th annual session of the Institute of Public Affairs, held June 21 at the U of Virginia, Mr. Sarnoff stated that although it is true that communications "are perverted for destructive purposes by makers of hate and war, still it is true that only through communications can there be that meeting of minds which must be obtained if world opinion is to establish and maintain peace."

DR. HOWARD HANSON, head of the Eastman School of Music, will conduct two concerts from the Interlochen Bowl, Interlochen, Mich., on July 6 and 7 to inaugurate the tenth consecutive season of weekly summer broadcasts on NBC-Blue from the National Music Camp.

FM

Synchronized

BY

Western Electric

SEE PAGE 7

URGES U. S. NEWS
American Reports Honest, Says Canadian Magazine

SUGGESTION TO Canadians that they listen to U. S. broadcasting stations rather than to those of the CBC for "realistic analysis" of war news, was made in the June, 1940 issue of the *Canadian Forum*, a liberal monthly publication on public opinion. The editorial, titled "Turn the Dial", read:

"In Canada the CBC, which is now entirely under government domination, and our newspapers have combined to give us the news so colored with rosy optimism that they have built up a widespread suspicion of the honesty of their reports. Canadians who want realistic analysis of what is happening in Europe should tune in to John Gunther, H. V. Kaltenborn, Raymond Gram Swing or Elmer Davis. All these men are strongly sympathetic with the Allied cause, but they are talking on the air to a national audience which wants as much enlightenment on the course of events and the meaning of events as skilled news analysts can give. But why should our CBC and our Canadian newspaper publishers assume that we don't want the same kind of enlightenment, even if it involves the frank recognition of painful facts?"

Urges Canadian Shortwaves

THE Canadian Government was urged to build immediately a shortwave broadcasting station, long planned by the Canadian Broadcasting Corp., in view of rapidly diminishing number of democratic government shortwave broadcasters in Europe, in the *Toronto Financial Post*, leading Canadian financial paper. It urged Canada to build this station now, since Great Britain's stations are about the only ones left in Europe to broadcast Allied news. The paper also asked some of the United States shortwave broadcasters to permit the use of their stations for a limited daily period for the transmission of programs from Canada.

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Your Gracious Host.. From Coast to Coast

In NEW YORK..

The Gotham

In CHICAGO..

The Drake

The Blackstone

In LOS ANGELES..

The Town House

In BELLEAIR, FLA..

Belleview Biltmore

KIRKEBY HOTELS

Television Grants

(*Continued from page 28*)

transmit programs for public reception."

In outlining the three groups of television channels, the FCC stated that the 11 channels in Group B (No. 8 to 18 inclusive) and the auxiliary channels in Group C may be assigned to television stations for supplementary purposes as television relay stations. No mobile or portable television station for direct public service will be licensed at this time, it stated.

List of Authorizations

Following is the list of television applications, together with locations and channel assignments tentatively authorized by the FCC June 18 contingent upon "proper showing of a program of research and development":

	Channel No.
New York	
National Broadcasting Co.	1
Columbia Broadcasting System	2
Bamberger Broadcasting Service	6
Allen B. DuMont Laboratories	4
Chicago	
Zenith Radio Corp.	1
Balaban & Katz	2
National Broadcasting Co.	5
Los Angeles	
Don Lee Broadcasting System	1
Television Productions	4
Hughes Tool Co.	2
Washington	
Allen B. DuMont Laboratories	1
National Broadcasting Co.	2
San Francisco	
Don Lee Broadcasting System	1
Hughes Tool Co.	2
Philadelphia	
Philco Radio & Television Corp.	3
*Radio Corp. of America (Camden)	5
WCAU	5
Cincinnati	
Crosley Corp.	1
Albany	
General Electric Co.	3
Fort Wayne	
*Philo T. Farnsworth	3
West Lafayette, Ind.	
*Purdue University	3
Passaic, N. J.	
*Allen B. DuMont Laboratories	4
Iowa City	
*Iowa State U.	1 & 12

* Indicates stations primarily for laboratory research, or training; no public program service authorized.

TUNING UNIT of the tower of KGEZ, Kalispell, Mont., was completely wrecked when struck by lightning in mid-June, but Don Gorman, chief engineer, reports the station was back on the air in less than an hour. Most of the delay was due to power company repairs on the transformer feeding the transmitter from the highline.

KOIL'S A "HEAVYWEIGHT" TOO! OVER 200 BIG-TIME ADVERTISERS SAY KOIL IS TOPS!
200
OMAHA'S BASIC COLUMBIA
KOIL
Don Searle Gen'l Mgr.
Katz Agency Nat'l Repr.

Don Lee Ready to Start Work on Video Station

CONSTRUCTION of a new television studio building atop Mt. Lee, overlooking Hollywood, to house the Don Lee Broadcasting System televising station W6XAO, is scheduled to start by mid-July. Work on the 20-foot paved highway leading to the proposed plant at its 1,700 foot elevation will be started soon and the entire project is expected to be completed by Jan. 1, according to Willet H. Brown, vice-president and assistant general manager. The station will be entirely shielded by copper to prevent outgoing television waves from feeding back into the video tubes and also to eliminate outside interferences. Another feature will be a rotating beacon visible within the entire telecasting radius of 60 miles.

Meanwhile, full complement of technical advisors accelerated their work in cooperation with Harry R. Lubcke, television director, in an effort to have final plans for the plant in the hands of builders by mid-July. Eric Barclay has been named contractor to erect the building. Paul Jeffers will be the structural engineer, with Leonard Goudy civil engineer and general consultant. Station is now located in the Don Lee Bldg., in downtown Los Angeles.

Sues CBS, Sponsor

A $60,000 damage suit has been filed in Los Angeles Federal Court by Thelma Elaine Samson of San Pedro, Cal. She demands that amount from CBS, Hollywood; Rio Grande Oil Co., and Richfield Oil Corp., Los Angeles, for alleged defamation of character. Miss Samson charges that she suffered defamation of reputation when allegedly depicted as the "gun moll" of gangster Roy Sherwood in a *Calling All Cars* program, when sponsored on CBS West Coast stations by Rio Grande Oil Co., a subsidiary of Richfield Oil Corp. She charges that the radio character was assertedly given the name of Thelma and was said to have lived on Center St., San Pedro, where Miss Samson said she resided. Miss Samson further asserts in her suit that she was characterized as a "woman of easy virtue". Miss Samson admitted knowing Sherwood but denied any knowledge that he had committed any crimes or that she had ever aided him in eluding officers of the law.

NBC Cuts Video

NBC has reduced its television staff by 26 persons in a seasonal rearrangement. Total includes 10 members of the program staff, seven of whom were transferred to other network departments, and 16 engineers, nine of whom were assigned to other duties at NBC. During the summer months it is expected that outdoor pickups and film presentations will replace many of the studio programs on the television schedule.

Where's Dr. Pepper?

WHEN a fire in the business section of Colorado Springs threatened to spread to the Dr. Pepper Bottling Co. plant, KVOR broadcast an appeal to locate employes of the company so valuable equipment could be removed. The owner himself, a KVOR client, heard the KVOR appeal.

Text of FCC Rules Governing Television

FOLLOWING are revised rules governing television services adopted by the FCC June 18, which supplement those originally issued Feb. 28 [BROADCASTING, March 15]:

Part 4. Rules Governing Broadcast Services Other Than Standard Broadcast Television Broadcast Stations

Sec. 4.71—*Defined.* The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public. The transmission of synchronized sound (aural broadcast) is considered an essential phase of television broadcast and one license will authorize both visual and aural broadcast as herein set forth.

Sec. 4.72—*Purpose.* A license for a television broadcast station will be issued for the purpose of carrying on research, which must include engineering experimentations tending to develop uniform transmission standards of acceptable technical quality, and which may include equipment tests, training of technical personnel, and experimental programs.

Sec. 4.73—*Licensing requirements, necessary showing.*

A license for a television broadcast station will be issued only after a satisfactory showing has been made in regard to the following:

1. That the applicant has a definite program of research and experimentation in the technical phases of television broadcasting, which indicates reasonable promise of substantial contributions to the developments of the television art.
2. That upon the authorization of the proposed station the applicant can and will proceed immediately with its program of research.
3. That the transmission of signals by radio is essential to the proposed program of research and experimentation.
4. That the program of research and experimentation will be conducted by qualified personnel.
5. That the applicant is legally, financially, technically and otherwise qualified to carry forward the program.
6. That public interest, convenience or necessity will be served through the operation of the proposed station.

Sec. 4.74—*Charges*

No charges either direct or indirect shall be made by the licensee of a television station for the production or transmission if either aural or visual programs transmitted by such station.

Sec. 4.75—*Announcements*

(a) Station identification—A licensee of a television broadcast station shall make station identification announcement (call letters and location) at the beginning and ending of each time of operation and during operation (other than purely test operation) on the hour and half hour as provided below:

1. Such identification announcement during operation need not be made when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or operatic production of longer duration than 30 minutes. In such cases the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion of such program.
2. In case of variety-show programs, baseball game broadcasts, or similar program of longer duration than 30 minutes, the identification announcement shall be made within 5 minutes of the hour and half hour.
3. In case of all other programs (except as provided in paragraphs (1) and (2) of this section) the identification announcement shall be made within 2 minutes of the hour and half hour.
4. In making the identification announcement, the call letters shall be given only on the channel of the station identified thereby.

(b) At the time station identification announcements are made, there shall be added the following:

"This is a special television broadcast made by authority of the Federal Communications Commission for experimental purposes."

Sec. 4.76—*Operating requirements*

(a) Each licensee of a television broadcast station shall diligently prosecute its program of research from the time its station is authorized.

(b) Each licensee of a television station will from time to time make such changes in its operations as may be directed by the Commission for the purpose of promoting experimentation and improvement in the art of television broadcasting.

Sec. 4.77—*Frequency assignment*

(a) The following groups of channels are allocated for assignment to television broadcast stations licensed experimentally:

GROUP A

Channel No.	1	50,000-56,000 kc
	2	60,000-66,000 kc
	3	66,000-72,000 kc
	4	78,000-84,000 kc
	5	84,000-90,000 kc
	6	96,000-102,000 kc
	7	102,000-108,000 kc

GROUP B

Channel No.	8	162,000-168,000 kc
	9	180,000-186,000 kc
	10	186,000-192,000 kc
	11	204,000-210,000 kc
	12	210,000-216,000 kc
	13	234,000-240,000 kc
	14	240,000-246,000 kc
	15	258,000-264,000 kc
	16	264,000-270,000 kc
	17	282,000-288,000 kc
	18	288,000-294,000 kc

GROUP C

Any 6000 kc band above 300,000 kc excluding band 400,000 to 401,000 kc.

(b) No television broadcast station will be authorized to use more than one channel in Group A except for good cause shown. Both aural and visual carriers with side bands for modulation are authorized but no emission shall result outside the authorized channel.

(c) No person (including all persons under common control) shall, directly or indirectly, own, operate or control more than three television stations on channels in Group A, and no such person shall, directly or indirectly, own, operate or control on channels in Group A more than one television station which would serve in whole or substantial part the same service area as another station operated or controlled by such person. This paragraph (c) shall not apply to stations which do not transmit programs for public reception.

(d) Channels in Groups B and C may be assigned to television stations to serve auxiliary purposes such as television relay stations. No mobile or portable station will be licensed for the purpose of transmitting television programs to the public directly.

Sec. 4.78—*Power*

The operating power of a television station shall be adequate for but not in excess of that necessary to carry forward the program of research and in no case in excess of the power specified in its license.

(a) A report shall be filed with each application for renewal of station license which shall include a statement of each of the following:

1. Number of hours operated.
2. Full data on research and experimentation conducted including the type of transmitting and studio equipment used and their mode of operation.
3. Data on expense of operation during the period covered.
4. Power employed, field intensity measurements and visual and aural observations and the types of instruments and receivers utilized to determine the service area of station and the efficiency of respective types of transmissions.
5. Estimated degree of public participation in reception and the results of public observation as to the efficiency of types of transmission.
6. Conclusions, tentative and final.
7. Program for further developments in television broadcasting.
8. All developments and major changes in equipment.
9. Any other pertinent developments.

(b) Special or progress reports shall be submitted from time to time as the Commission shall direct.

WCAU Ready

WCAU, Philadelphia, has announced an immediate acceleration of plans to begin active television broadcasting experiments as soon as the actual authorization is received from the FCC, which tentatively approved on June 18 WCAU's application for a television station. WCAU reports it will immediately buy and install equipment for the station, which will be RCA equipped. Under the supervision of Jack Leach, chief engineer, WCAU's experimental work in television will be primarily in mobile work, with most of the programs to include wrestling and boxing matches, races and sundry outdoor athletic and special events.

Video Talent Hunt

RCA has announced a "television-talent" hunt, which it will run this summer in conjunction with its television exhibit at the New York World's Fair, the final winner to receive a short-term NBC television contract. Applicants will give daily demonstrations at the RCA exhibit, the best two to be selected each Sunday by judges selected from the fields of radio, stage and screen. On July 3, RCA will start a one-hour television program on W2XBS, NBC's television station, to feature the winners of the previous week's demonstrations. Finals will be staged at the end of the summer to decide on the winner.

WWNC
ASHEVILLE, N. C.
Full Time CBS Affiliate 1,000 Watts
EXTRA MILLIONS OF DOLLARS!
The peak business season approaches . . . in Asheville and Western Carolina. Summer brings throngs of visitors . . . with millions to spend! Right now, schedule your sales messages over WWNC — sole blanket coverage of this bright spot!

The Northwest's Best Broadcasting Buy
WTCN
AN NBC STATION
MINNEAPOLIS ST. PAUL
Owned and Operated by
MINNEAPOLIS TRIBUNE AND ST. PAUL DISPATCH-PIONEER PRESS
FREE & PETERS, INC. — Natl. Rep.

FM
Synchronized
By
Western Electric
SEE PAGE 7

TO MARKET?
Then Don't Forget The Big 27th
WSPD has been telling it to Toledo, Northwestern Ohio and Southern Michigan, for 19 years, and in this Big 27th Market, WSPD is the Accepted Station.
Let WSPD present your product in this thriving market.
5000 WATTS
BASIC RED
Represented by Katz Agency
WSPD
Toledo, Ohio

A Hallicrafters Radiophone gives dependable service from any boat to every telephone in the world. There is a model exactly fitting your requirements.

50 WATT (Model MT-12). Seagoing range. 10 frequency transmitter. 10 frequency receiver. Both crystal controlled. Separate power supply for 110, 32 or 12 volts. Dimensions 20½ x 19¼ x 12. Bulkhead or table mounting.

25 WATT (Model HT-8). Cruising range. 5 frequency transmitter (crystal controlled). 6 frequency receiver. 15 x 18 x 10.

12 WATT (Model HT-11). Local range. 3 frequency transmitter. 2 band receiver (Marine and Broadcast). 13 x 8½ x 9.

the hallicrafters inc.
CHICAGO, U. S. A.

USED BY 33 GOVERNMENTS —SOLD IN 89 COUNTRIES

Full Text of New Rules Governing FM

Text of rules governing high-frequency broadcast stations (FM) adopted June 22 by the FCC follows:

SUB-PART B. RULES GOVERNING HIGH FREQUENCY BROADCAST STATIONS

DEFINITIONS[1]

Sec. 3.201 *High-frequency broadcast station.* The term "high-frequency broadcast station" means a station licensed primarily for the transmission of radiotelephone emissions intended to be received by the general public and operated on a channel in the high-frequency broadcast [2,3] band.

Sec. 3.202 *High-frequency broadcast band.* The term "high-frequency broadcast band" means the band of frequencies extending from 43,000 to 50,000 kc., both inclusive.

Sec. 3.203 *Frequency modulation.* The term "frequency modulation" means a system of modulation of a radio signal in which the frequency of the carrier wave is varied in accordance with the signal to be transmitted while the amplitude of the carrier remains constant.

Sec. 3.204 *Center frequency.* The term "center frequency" means the frequency of the carrier wave with no modulation. (With modulation the instantaneous operating frequency swings above and below the center frequency. The operating frequency with no modulation shall be the center frequency within the frequency tolerance).

Sec. 3.205 *High-frequency broadcast channel.* The term "high-frequency broadcast channel" means a band of frequencies 200 kc. wide and is designated by its center frequency. Channels for high-frequency broadcast stations begin at 43,100 kc. and continue in successive steps of 200 kc. to and including the frequency 49,900 kc.

Sec. 3.206 *Service area.* The term "service area" of a high-frequency broadcast station means the area in which the signal is not subject to objectionable interference or objectionable fading. (High-frequency broadcast stations are considered to have only one service area; for determination of such area see *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*)

Sec. 3.207 *Antenna field gain.* The term "antenna field gain" of a high frequency broadcast antenna means the ratio of the effective free space field intensity produced at one mile in the horizontal plane expressed in millivolts per meter for 1 kw. antenna input power to 137.6.

Sec. 3.208 *Free space field intensity.* The term "free space field intensity" means the field intensity that would exist at a point in the absence of waves reflected from the earth or other reflecting objects.

Sec. 3.209 *Frequency swing.* The term "frequency swing" is used only with respect to frequency modulation and means the instantaneous departure of the carrier frequency from the center frequency resulting from modulation.

Sec. 3.210 *Multiplex transmission.* The term "multiplex transmission" means the simultaneous transmission of two or more signals by means of a common carrier wave. (Multiplex transmission as applied to high-frequency broadcast stations means the transmission of facsimile or other aural signals in addition to the regular broadcast signals.)

Sec. 3.211 *Percentage modulation.* The term "percentage modulation" with respect to frequency modulation means the ratio of the actual frequency swing to the frequency swing required for 100 percent modulation expressed in percentage. (For high-frequency broadcast stations, a frequency swing of 75 kc. is standard for 100% modulation.)

Sec. 3.212 *Experimental period.* The term "experimental period" means that period of time between 12 midnight and sunrise. This period may be used for experimental purposes in testing and maintaining apparatus by the licensee of any high-frequency broadcast station, on its assigned frequency and with its authorized power, provided no interference is caused to other stations maintaining a regular operating schedule within such period.

Sec. 3.213 *Main studio.* The term "main studio" means, as to any station, the studio from which the majority of its local programs originate, and/or from which a majority of its station announcements are made of programs originating at remote points.

[1] Other definitions which may pertain to high-frequency broadcast stations are included in Sections 2.1 to 2.35 and Sections 3.1 to 3.16, and the Communications Act of 1934, as amended.

[2] See Section 3.226 concerning multiplexing, aural and facsimile programs.

[3] High-frequency broadcast stations must use frequency modulation exclusively in accordance with Section 3.228 (d).

HF, Not FM?

AS FAR as the FCC is concerned, it won't be "FM" but "High Frequency" broadcast station. That is what the new formal rules and the application form provide. Frequency Modulation (FM) the FCC holds, is a method of broadcasting, like amplitude modulation (AM) used in the standard broadcast band. Consequently, according to the official menclature the new broadcast service will become "high-frequency broadcast station" or abbreviated "HF". Popular usage, however, probably forces retention of FM other than on the official records.

ALLOCATION OF FACILITIES[4]

Sec. 3.221 *Basis of licensing high-frequency broadcast stations.* High-frequency broadcast stations shall be licensed to serve a specified area in square miles. The contour bounding the service area and the radii of the contour shall be determined in accordance with the *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*

Sec. 3.222 *Area served.* (a) High-frequency broadcast stations shall be licensed to serve areas having characteristics falling within the provisions of subparagraphs (a) (b), or (c) of Sec. 3.225 hereof. The Commission, in considering applications for high-frequency broadcast stations, will establish service areas.

(b) Where a service area has been established in which one or more existing high-frequency broadcast stations are in operation, the contours of any new station proposed to serve such area shall compare with those of the existing station or stations as nearly as possible.

Sec. 3.223 *Time of operation.* All high-frequency broadcast stations shall be licensed for unlimited time operation.

Sec. 3.224. *Showing required.* Authorization for a new high-frequency broadcast station or increase in facilities of an existing station [5] will be issued only after a satisfactory showing has been made in regard to the following matters:

(a) That the area and population which the applicant proposes to serve has the characteristics of an area described in subparagraphs (a), (b), or (c) of Sec. 3.225 hereof. The application shall be accompanied by a full analysis of the basis upon which the area as set forth in the application was determined. No application for construction permit for a new station or change of service area will be accepted unless a definite site, full details of the proposed antenna, and a suitable map showing the expected service area are furnished with the application. (See *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*)

(b) Where a service area has been established in which one or more existing high frequency broadcast stations are in operation, that the contours of any new station proposed to serve such area will compare with those of the existing station or stations as nearly as possible, or that the service area already established should be modified.

(c) That objectionable interference will not be caused to existing stations or that if interference will be caused the need for the proposed service outweigh the need for the service which will be lost by reason of such interference.

(d) That the proposed station will not suffer interference to such an extent that its service would be reduced to an unsatisfactory degree. (For determining objectionable interference, see *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*)

(e) That the technical equipment proposed, the location of the transmitter, and other technical phases of operation comply with the regulations governing the same, and the requirements of good engineering practice. (See technical regulations herein and *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*)

(f) That there is a need for the proposed program service in the area to be served.

(g) That the applicant is financially qualified to construct and operate the proposed station; and, if the proposed station is to serve substantially the same area as an existing station, that applicant will be able to compete effectively with the existing station or stations.

(h) That the program service will include a portion of programs particularly adapted to a service utilizing the full fidelity capability of the system, as set forth in the *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*

(i) That the proposed assignment will tend to effect a fair, efficient and equitable distribution of radio service among the several states and communities.

(j) That the applicant is legally qualified, is of good character, and possesses other qualifications sufficient to provide a satisfactory public service.

(k) That the facilities sought are subject to assignment as requested under existing international agreements and the Rules & Regulations of the Commission.

(l) That the public interest, convenience, and necessity will be served through the operation under the proposed assignment.

Sec. 3.225 *Channel Assignments.* The channels set forth below with the indicated center frequencies are available for high-frequency broadcast stations:

(a) (1) Applicants for licenses to serve cities or towns having a total population of less than 25,000 (approximate) (exclusive of adjacent rural areas) shall apply for one of the following channel assignments:

48900	49300	49700
49100	49500	49900

(2) The application shall specify a service area which shall not exceed 500 square miles, except where a definite need for a greater area is shown and no objectionable interference will result.

(b) (1) Applicants for licenses to serve populations of 25,000 (approximate) or more within areas comprising less than 3,000 square miles shall apply for one of the following channel assignments:

44500	45900	47300
44700	46100	47500
44900	46300	47700
45100	46500	47900
45300	46700	48100
45500	46900	48300
45700	47100	48500
	48700	

(2) The applications shall specify a service area which shall comprise (i) either a metropolitan district, (ii) a city, (iii) an area which may comprise one or more towns or communities or subdivisions of cities or metropolitan districts having such common cultural, economic, geographical, or other characteristics as to justify service to the area as a unit.

(c) (1) Applicants for licenses to serve areas in excess of 3,000 square miles shall apply for one of the following channel assignments:

43100	43500	43900
43300	43700	44100
	44300	

(2) The application shall specify a service area comprising two or more large cities or metropolitan districts and a large adjacent rural area; or, in exceptional cases, one city or metropolitan district and a large adjacent rural area.

(d) High-frequency broadcast stations shall use frequency modulation exclusively.

(e) Stations serving all or a substantial part of the same area will not be assigned adjacent channels.

(f) One channel only will be assigned to a station.

Sec. 3.226 *Facsimile broadcasting and multiplex transmission.* The Commission may grant authority to a high-frequency broadcast station for the multiplex transmission of facsimile and aural broadcast programs provided the facsimile transmission is incidental to the aural broadcast and does not either reduce the quality of or the frequency swing required for the transmission of the aural program. The frequency swing for the modulation of the aural program should be maintained at 75 kc. and the facsimile signal added thereto. No transmission outside the authorized band of 200 kc. shall result from such multiplex operation nor shall interference be caused to other stations operating on adjacent channels. The transmission of multiplex signals may also be authorized on an experimental basis in accordance with Section 3.32, sub-part A.

Sec. 3.227 *Proof of performance required.* Within one year of the date of first regu-

(*Continued on page 72*)

[4] The rules relating to allocation of facilities are intended primarily for the information of applicants. Nothing contained in said rules shall be regarded as any recognition of any legal right on behalf of any person to a grant or denial of any application.

[5] Special authorizations which do not involve experimental authorization may be granted pursuant to Sec. 1.365.

FM

FREQUENCY MODULATION . . .

a new era of broadcasting

A new era of broadcasting is open to broadcasters. Frequency modulation has been approved by the FCC. ¶ In planning for the future, progressive broadcasters are invited by Radio Engineering Labs., Inc., to investigate its high fidelity F-M transmitters . . . from 1 kw. to 50 kw. ¶ In collaboration with Major Armstrong, inventor of F-M, REL built the first F-M transmitter. As the pioneer manufacturer of F-M, REL has built 95% of all F-M stations now on the air. Employing the Armstrong Phase-shift method of modulation with crystal control of frequency, REL's transmission units are the highest quality obtainable. Get the tested best . . . buy REL F-M transmitters.

ALL REL FM TRANSMITTERS ARE GUARANTEED TO CONFORM WITH THE LATEST FCC RULES GOVERNING HIGH FREQUENCY BROADCAST STATIONS.

REL

RADIO ENGINEERING LABORATORIES, INC.

35-54 36th STREET — Phone RAvenswood 8-2340 — Cable "RADENGLABS" — LONG ISLAND CITY, N. Y.

Fidelity Problem Is Raised by FM

New Equipment, Changes in Studios to Be Necessary

MAJOR alterations in studio construction will be necessary by standard broadcast stations which go into FM operation because of the high-fidelity requirements set forth in the new rules governing commercial FM, according to engineering opinion.

The rules specify that one hour each day and one hour each night shall be devoted to programs particularly adapted to a service utilizing "the full fidelity capability of the system" which is interpreted to mean transmission up to 15,000 cycles in the frequency range. Few if any studios at present used for standard broadcast stations are acoustically treated for such fidelity of performance, according to engineers. Moreover, most microphones are capable of passing only a maximum 10,000-cycle range.

New Equipment Needed

While it is admitted a new transmitting technique must be developed, consulting engineers observed that it will be difficult, if not impossible, to adhere to the letter of the requirements at the outset. They foresaw developments whereby every broadcast station would have to experiment with acoustics in at least one studio to originate the mandatory two hours per day of "full-fidelity" programs and also to acquire new equipment capable of producing such fidelity.

Moreover, it was pointed out that such programs of necessity will be live talent, since the best transcriptions do not go above a 9,000 or 10,000 cycle range, a quality few stations are capable of reproducing.

It is expected the FCC at the outset will be lenient on the "full-fidelity" requirement, allowing stations ample time in which to develop the new technique.

One prominent consulting engineer observed that the rules, if enforced to the letter, would be a "minor tragedy" since they would render unusable for FM every studio in the country as well as rule out all transcriptions during those two program hours.

J. R. POPPELE, chief engineer of WOR, Newark, has been named chairman of the subcommittee of Radio Manufacturers Assn. on FM to determine the proper polarization of antenna systems for FM receivers and transmitters. Others on the committee are W. M. Angus, General Electric Co.; D. B. Smith, Philco Radio & Television Corp.; R. M. Morris, NBC; D. E. Harnett, Hazeltine Service Corp.

WOR, Newark, is moving its frequency modulation transmitter, W2XOR, from Carteret, N. J., site of the regular WOR transmitter, to 444 Madison Ave., New York, at which address the station has recently signed a three-year lease for the 42d floor and roof space. Construction has begun on the new antenna, which will be 630 feet above sea level and which is expected to project a greatly improved signal.

FRANKLIN M. DOOLITTLE, general manager of WDRC, Hartford, and pioneer FM operator, has written an article on FM which WDRC is sending Connecticut newspapers, agencies and advertisers.

Full Text of New FM Rules . . .

(Continued from page 70)

lar operation of a high-frequency broadcast station, continuous field intensity records along several radials shall be submitted to the Commission which will establish the actual field contours, and from which operating constants required to deliver service to the area specified in the license are determined. The Commission may grant extensions of time upon showing of reasonable need therefor.

Sec. 3.228 *Multiple Ownership.* (a) No person (including all persons under common control [6]) shall, directly or indirectly, own, operate, or control more than one high-frequency broadcast station that would serve substantially the same service area as another high-frequency broadcast station owned, operated, or controlled by such person.

(b) No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one high-frequency broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among high-frequency broadcast stations or provide a high-frequency broadcasting service distinct and separate from existing services, and (2) that such ownership, operation, or control would not result in the concentration of control of high-frequency broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity; provided, however, that the Commission will consider the ownership, operation, or control of more than six high-frequency broadcast stations to constitute the concentration of control of high-frequency broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

Sec. 3.229 *Normal license period.* All high-frequency broadcast station licenses will be issued so as to expire at the hour of 3 a.m. (EST) and will be issued for a normal license period of one year, expiring as follows:

(a) For stations operating on the frequencies 48900, 49100, 49300, 49500, 49700, and 49900, April 1.

(b) For stations operating on the frequencies 44500, 44700, 44900, 45100, 45300, 45500, 45700, 45900, 46100, 46300, and 46500, May 1.

(c) For stations operating on the frequencies 46700, 46900, 47100, 47300, 47500, 47700, 47900, 48100, 48300, 48500, and 48700, June 1.

(d) For stations operating on the frequencies 43100, 43300, 43500, 43700, 43900, 44100, and 44300, July 1.

EQUIPMENT

Sec. 3.241 *Maximum power rating.* The Commission will not authorize the installation of a transmitter having a maximum rated power more than twice the operating power of the station.

Sec. 3.242 *Maximum rated carrier power; how determined.* (a) The maximum rated carrier power of a standard transmitter shall be determined by the manufacturer's rating of the equipment.

(b) The maximum rated carrier power of a composite transmitter shall be determined by the sum of the applicable commercial ratings of the vacuum tubes employed in the last radio stage.

Sec. 3.243 *Frequency monitor.* The licensee of each high-frequency broadcast station shall have in operation at the transmitter a frequency monitor independent of the frequency control of the transmitter. It shall have a stability of 20 parts per million. For detailed requirements thereof see *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*

Sec. 3.244 *Modulation monitor.* The licensee of each high-frequency broadcast station shall have in operation at the transmitter an approved modulation monitor. For detailed requirements thereof see *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*

Sec. 3.245 *Required transmitter performance.* (a) The external performance of high-frequency broadcast transmitters shall be within the minimum requirements prescribed by the Commission contained in the *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*

(b) The transmitter center frequency shall be controlled directly by automatic means which do not depend on inductances and capacities for inherent stability.

(c) The transmitter shall be wired and shielded in accordance with good engineering practice and shall be provided with safety features in accordance with the specifications of article 810 of the current National Electrical Code as approved by the American Standards Association.

Sec. 3.246 *Indicating instruments.* The direct plate circuit current and voltage shall be measured by instruments having an acceptable accuracy. (See *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*)

Sec. 3.247 *Auxiliary and duplicate transmitters.* See Sections 3.63 and 3.64 for provisions governing the use of auxiliary and duplicate transmitters at high-frequency broadcast stations.

Sec. 3.248 *Changes in equipment and antenna system.* Licensees of high-frequency broadcast stations shall observe the following provisions with regard to changes in equipment and antenna system:

(a) No changes in equipment shall be made:

1. That would result in the emission of signals outside of the authorized channel.
2. That would result in the external performance of the transmitter being in disagreement with that prescribed in the *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*

(b) Specific authority, upon filing formal application [7] therefor, is required for a change in service area or for any of the following changes:

1. Changes involving an increase in the maximum power rating of the transmitter.
2. A replacement of the transmitter as a whole.
3. Change in the location of the transmitter antenna.
4. Change in antenna system, including transmission line, which would result in a measurable change in service or which would affect the determination of the operating power by the direct method. If any change is made in the antenna system or any change made which may affect the antenna system, the method of determining operating power shall be changed immediately to the indirect method.
5. Change in location of main studio to outside of the borders of the city, state, district, territory, or possession.
6. Change in the power delivered to the antenna.

(c) Specific authority, upon filing informal request therefor, is required for the following change in equipment and antenna:

1. Change in the indicating instruments installed to measure the antenna current or transmission line, direct place circuit voltage and the direct current of the last radio stage, except by instruments of the same type, maximum scale reading and accuracy.
2. Minor changes in the antenna system and/or transmission line which would not result in an increase of service area.
3. Changes in the location of the main studio except as provided for in subsection (b) 5.

(d) Other changes, except as above provided for in this section or in *Standards of Good Engineering Practice for High-frequency Broadcast Stations* prescribed by the Commission may be made at any time without the authority of the Commission, provided that the Commission shall be promptly notified thereof, and such changes shall be shown in the next application for renewal of license.

Sec. 3.251 *Operating power; how determined.* The operating power, and the requirements for maintenance thereof, of each high-frequency broadcast station shall be determined by the *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*

Sec. 3.252 *Modulation.* (a) The percentage of modulation of all stations shall be maintained as high as possible consistent with good quality of transmission and good broadcast practice and in no case less than 85 percent on peaks of frequent recurrence during any selection which normally is transmitted at the highest level of the program under consideration.

Sec. 3.253 *Frequency tolerance.* The operating frequency without modulation of each broadcast station shall be maintained within 2000 cycles of the assigned center frequency.

OPERATION

Sec. 3.261 *Minimum operating schedule; service.* (a) Except Sundays, the licensee of each high-frequency broadcast station shall maintain a regular daily operating schedule which shall consist of at least three hours of operation during the period 6 a.m. to 6 p.m., local standard time and three hours of operation during the period 6 p.m. to midnight, local standard time. In an emergency, however, when due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period not to exceed ten days, provided that the Commission and the inspector in charge of the radio district in which the station is located [8] shall be notified in writing immediately after the emergency develops.

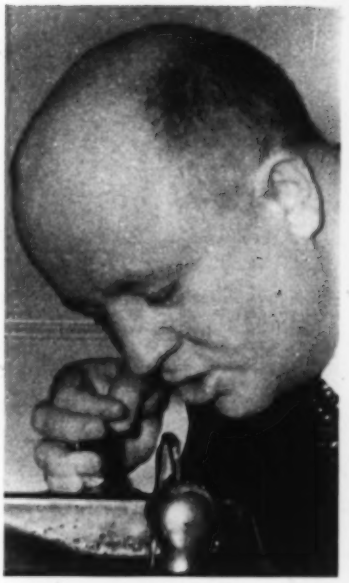
(b) Such stations shall devote a minimum of one hour each day during the period 6 a.m. to 6 p.m., and one hour each day during the period 6 p.m. to midnight, the programs not duplicated simultaneously as primary service in the same area by any standard broadcast station or by any high-frequency broadcast station. During said one hour periods, a service utilizing the full fidelity capability of the system, as set forth in the *Standards of Good Engineering Practice for High-frequency Broadcast Stations*, shall be rendered. However, the Commission may, upon request accompanied by a showing of reasons therefor, grant exemption from the foregoing requirements, in whole or in part, for periods not in excess of three months.

(c) In addition to the foregoing minimum requirements, the Commission will consider, in determining whether public interest, convenience, and necessity has been or will be served by the operation of the station, the extent to which the station has made or will make use of the facility to develop a distinct and separate service from that otherwise available in the service area.

[6] The word "control" as used herein is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

[7] See *Standards of Good Engineering Practice for High-frequency Broadcast Stations* for specific application form required.

[8] See Appendix No. 3, Part 1.



"PAGE MR. RIPLEY" was the exclamation of D. E. (Plug) Kendrick, chief owner of the new WINN, Louisville, when this shot was made of Glenn W. Snyder, general manager of WLS, Chicago, during the dedication of the station June 15. Accompanying the candid shot was an affidavit by Plug attesting that at about 3 oclock that day "Judge Snyder" did drink water from a fountain provided there for that purpose in the Tyler Hotel. He averred also that the procedure caused "great mental anguish, astonishment and surprise to the many guests", and that the photograph should be "published and preserved in the files of BROADCASTING for posterity as such an event has never happened in the past and may never occur again". In rebuttal, defendant Snyder asseverated that it was his "first drink of water in Kentucky".

Rivers' Big Day

AS CHAIRMAN of Charleston's school board, John M. Rivers, manager and prospective owner of WCSC, spent a busy June 14. Returning from a hurried business trip to New York that day, he was called upon to present diplomas at commencement exercises in three local schools the same day—one at 9 a.m., another (a negro school) at 10:30 a.m., and then again at 8:15 p.m.

Listener's Tests Show FM Signal Consistently Good

But Programs Aren't, Asserts 'New York Sun' Writer

Reporting on test comparisons between FM and ordinary broadcast reception in the New York area, Robert S. Kruse, writing in the June 22 'New York Sun' finds FM reception good but sees much to desire in programs now available. These are his findings and observations, based on conditions tested with average available equipment. W2XMN is the FM outlet of Maj. Edwin Armstrong just north of Alpine, N. J., operating with 40 kw. on 42.8 and 117.43 mc.

FOR a broadcast system that was said to be noiseless a considerable clamor has arisen over the recent action of the FCC with regard to frequency modulation, the invention of Maj. Edwin H. Armstrong. However, it is probable that the belated decision to grant licenses for FM meant only that the Commission had returned from its vicarious adventure into television receiver sales and was back on its main job.

Certainly frequency modulation was not being "indorsed" by this governmental edict any more than the State of New York indorses an automobile by licensing it. The license merely permits the car to compete for a share of the road and the parking places.

A similar chance to compete with the older broadcasting methods has finally been given to frequency modulation. From here on, the most important point is whether plain John Citizen prefers to listen to programs transmitted from frequency-modulated broadcasting stations. The only fair way to estimate is to consider how the same John Citizen reacts to the performance now being offered by FM stations.

Noise Reduction

Certainly the primary claim of the Armstrong system is noise reduction. When, or if, that claim is made good, weak signals can be received clearly. This cannot be done with the older system, after many years of effort. Can it be done in the ordinary home by frequency modulation? For a number of months we have been making comparisons for the sake of arriving at a possible answer.

This work has been done at East River, Conn., a shore point about 80 miles airline from New York city. Admittedly, the electrical noise at East River is less than in the city, but this is overbalanced by the much lower signal strength of the New York broadcasting stations at 80 miles. At the start there was some doubt whether the frequency-modulated programs would even reach us. The average results over a number of months have been as follows, considering only 50 kw. stations for brevity.

In Ordinary Weather

W2XMN (frequency modulated): Never fades, never garbles. Has been very slightly noisy on two occasions.

WOR (standard system): Garbles about twice per evening; is at times somewhat noisy.

WEAF (standard): Fades and garbles on some evenings; is noisier than WOR.

FM'S FUTURE looks bright to C. A. Priest, engineer of the General Electric transmitter department (right), and D. E. Chambers, assistant engineer, as they inspect one of the new GE 1 kw. FM transmitters on the test floor at Schenectady. This view indicates the basis of GE's claim that all parts of its Armstrong-licensed transmitters are readily accessible for inspection or test.

WABC and WJZ (standard): Fades and garbles much of the time; never completely quiet.

During a Local Thunderstorm

W2XMN: Unchanged except for a faint click at the moment of visible flashes of lightning.

WOR: Loud crashes.

WEAF, WABC, WJZ: Quite impossible as entertainment; nearly useless for information.

During Bad Ice Storm Last Winter

W2XMN (at one-fourth power): Unchanged.

All others: Completely unintelligible.

Effect of Ordinary Electrical Noises in the Same Home

A 100-watt lamp directly above the receivers was turned on and off. It made no sound at all on W2XMN, a faint pop on WOR, and very loud pops on the others.

A toy electric train was barely heard on W2XMN, did not affect WOR, was about one-quarter as loud on WEAF and quite spoiled the others.

An electrical mixer used in the kitchen completely blotted out all signals but those of W2XMN which was only made somewhat less clear though no clearly recognizable noise was heard.

This was not a scientist's test but one made as a family would ordinarily make it. Both receivers worked with small indoor antennas. They had the same number of tubes. Various members of the family did the tuning and listening.

With such noiseless and fadeless reception it is really worth while to use high grade loudspeakers, provided the material transmitted by the FM station is good enough to warrant it. But that is the neck in the bottle; the stuff usually isn't good enough. Here we have a number of splendid frequency-modulated transmitters, an excellent receiver, and this grand array of equipment is handling run-of-mine local or chain material tailored to the older stations. Only a few hours a week do the studios manage to deliver to the stations material which makes it possible to realize the fine possibilities of FM. The rest of the time many of the unhappy FM stations sound drearily like everything else.

Occasionally one does have good fortune. Occasionally a visitor comes at a time when FM is being given a chance to transmit matter of such quality that high fidelity has a meaning. That visitor is invariably enthusiastic when he leaves. In conclusion I contend that John Citizen likes frequency modulation very much if he does not have to get it through the limitations which are really a part of the older system. But if frequency modulation is not to bog down it is certainly necessary to supply the stations with better material, not three hours a week but many hours each and every day.

The Lingo Turnstile Antenna is one of the outstanding FM developments now ready for the broadcasting industry . . . with a *proven* background of experience! While new in principle and design, the Lingo FM Antenna has been thoroughly tested and proved successful by years of actual field service. This includes the several Lingo Turnstile Antennas in use by Maj. E. H. Armstrong at W2XMN at Alpine, N. J. As a result of this practical background, you may be assured that this antenna is satisfactory in every respect. Each antenna is specially designed for installation on buildings or supported towers, and we furnish complete turnstiles including the essential steel mounting pole, elements, insulators, wires, bands, etc.

Our engineering staff will be pleased to assist you with your FCC application, by planning the proper turnstile antenna for your particular building or supporting tower. Inquiries should indicate planned frequency, number of turnstile bays desired, location and height of building or supporting tower.

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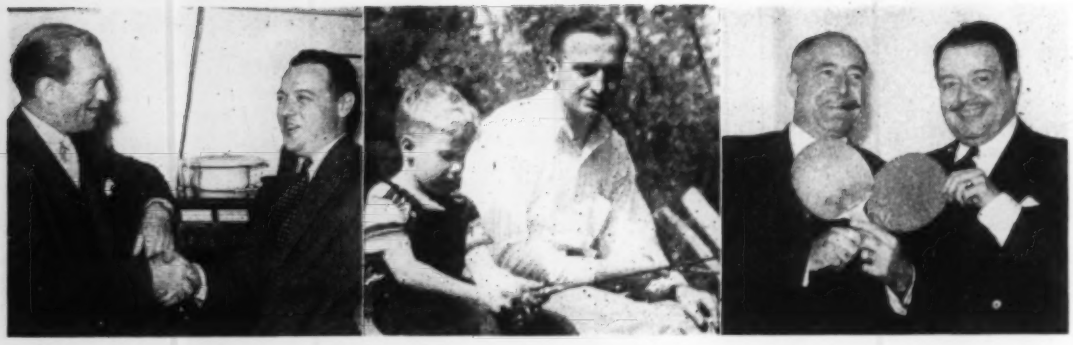

NBC GIVES A PARTY, its annual outing at the Seawane Country Club on Long Island June 18, and these candids illustrate some of the pastimes. At left I. R. (Chick) Showerman (right), Eastern sales manager, has as guest Porter Bibb, vice-president of Harry A. Berk Inc., New York agency. Bill Kostka, press division manager, with Bill Jr. enjoys fishing. Frank Mullen (left), RCA public relations director, crosses ping pong paddles with Clayland T. Morgan, assistant to the president of NBC; Mr. Morgan, incidentally, had just been notified that France had awarded him the decoration of Chevalier in the French Legion of Honor in recognition of his former service with the French Lines.

'Monopoly' Report Upsets Industry

(*Continued from page 18*)

special committee of three members of the Commission. In accordance with standard procedure, the committee report was made public pending its consideration by the full Commission. The views expressed therein are, therefore, in no sense to be taken as the authorized judgments of the Commission itself.

"The report is regarded by the CBS management as totally unwarranted by the evidence and as manifestly the product of bias and prejudice against network operations. We feel that the committee has made no serious attempt to evaluate the evidence presented by the networks or to consider the great public advantages which the American people have been able to enjoy solely through network competition, enterprise and ingenuity.

"While the committee declares that it proposes to retain all the advantages of network broadcasting, it must be pointed out that its conclusions, if made the basis of regulations, would necessarily have an opposite effect to the detriment of the networks, the stations and above all, the public. This is particularly true for networks, stations and public with respect to the criticism of exclusive affiliation of a station with a single network.

"In many important matters, which include the ratio of network and affiliate income, the report directly contradicts all the testimony found in the record. In several instances, portions of the report contradict one another. The overall impression given by this report is one of fashioning language in accordance with judgments predetermined before the hearing.

"It is our purpose to file as soon as possible with the full Commission a thorough and comprehensive brief, pointing out the grave inaccuracies of this report, its numerous variances from the record and its thorough unreliability as a predicate for Commission action. We shall be pleased to send you a copy of our brief when it has been filed."

Haste Unlikely

FCC Chairman James Lawrence Fly stated June 24 that the Commission had not yet tackled the committee report. It was clearly indicated that it probably would not begin consideration until after the July 4 holiday. Because of the importance of the subject, it is not expected that the Commission will move rapidly. Whatever the procedure agreed upon, it hardly seems likely the Commission will do anything final in connection with the recommendations until after the summer recess or in September.

It was clear that the major networks would demand oral arguments and the right to file extensive briefs combating the committee's recommendations. Moreover, both NBC and CBS apparently were prepared to litigate any steps which would not give them what they regard as their "day in court" before the full Commission rather than simply a committee, on which only two of the original four members sat during the six-month investigation.

Because of the complex nature of the report and its great length (1,300 pages of text), little editorial comment in the daily press has been published. The *New York Times*, however, was passively critical June 16 of the conclusions reached by the committee. Declaring that the quality of a radio program bears a direct relation to a newspaper, the newspaper pointed out that it is "obvious that the lower the cost of reaching the individual listener the better the program can be." Symphony concerts, top-flight commentators and widely-known entertainers cannot be engaged by any local station, the editorial stated. If the "fast and loose contractual relation advocated by the committee becomes the rule it is hard to see how the networks can continue to maintain the high level of their programs," the newspaper commented. It concluded:

"The truth is that radio now offers the worst and the best in entertainment—the worst when a local station sells time to the department store on Main Street, the best when one of the finest orchestras in the world plays Beethoven for the benefit of the Continent. Possibly the contracts that bind local stations can be revised in the public interest, but if they are revised it should be for the purpose of giving us better and not worse music, instruction and entertainment."

Clear Channels

The veiled recommendation of the Network-Monopoly Committee for duplication of clear channels was stripped of its ambiguity by Commissioner Brown in his testimony before the Senate Committee June 19. Asked by Senator Tobey (R-N. H.) about the absence of clear-cut recommendations in the committee's report, Col. Brown stated they were contained in the committee's letter of transmittal [BROADCASTING June 15].

As for the suggestion on clear channels, Col. Brown stated that the committee inferred there should be duplication. Chairman Wheeler (D-Mont.) observed that with the perfection of directional antennas there appeared to be no excuse for clear channels because interference is minimized. Commissioner Brown agreed and indicated that this was the FCC committee's viewpoint.

Another committee conclusion, that networks should not own any broadcast stations, caused considerable comment in industry circles. The committee held there was no "compelling affinity between the ownership of stations and operation of networks" and that the ownership of neither is essential to the success of the other. After reciting statistics on substantial profits of networks through ownership or lease of stations, the Commission said the facts do not lend strength to the claim of the networks that the ownership of stations by networks is essential "or even desirable".

Informally, many of the conclusions of the committee were branded as outmoded, since they were based on 1937 and 1938 statistics. Moreover, it was held that the advent of FM in itself will tend to alter the whole competitive situation in broadcasting and probably make undesirable or obsolete most of the committee conclusions in connection with competition.

Listener Reforms

MANAGER John Patt of WGAR, Cleveland, has the beginnings of a "conscience fund". An unsigned letter received contained a $10 bill. Only explanation given in the letter was that the writer had purloined a small talk-back mike from the WGAR control room two years ago and the money was to even accounts.

PURCHASE OF WJW BY O'NEIL GRANTED

CONTROL of WJW, Akron, passed into the hands of William M. O'Neil, son of William O'Neil, president of General Tire & Rubber Co., as a result of approval June 25 by the FCC of transfers of stock in WJW Inc., licensee corporation. Young O'Neil, who is slated to manage the station, has purchased 237½ of the 447 shares of outstanding common stock for $175 per share, or $41,562.50. He purchased 142½ shares from Edward S. Sheck, Akron lawyer; 72½ from Mrs. Ruth Rubin, of Cleveland, and 22½ from William F. Jones, Akron motor dealer.

Remaining shareholders are M. F. Rubin, who holds 133½ shares; J. E. Henry, of Kansas City, 75 shares, and R. M. Wendelkin, Akron attorney, 1 share. Two former large stockholders — S. L. Townsend, now with WMAN, Mansfield, and John F. Weimer, now with WKST, New Castle, Pa.—recently sold their interests in WJW.

The elder O'Neil and his brother, T. F. O'Neil, who is a director of General Tire and who heads General Tire Co. of Miami, are 39% and 60% stockholders respectively in a corporation applying for a new regional station on 1330 or 1360 kc. in the Florida city [BROADCASTING, March 1].

Lea & Perrins Spots

LEA & PERRINS, New York (Worcestershire Sauce), on Oct. 1 will start a 26-week campaign of 100-word spot announcements in approximately 30 markets, and on Jan. 1, 1941, a 13-week campaign on WIOD, Miami. Stations are being selected at present with the following already set: WGN, Chicago; WGST, Atlanta; WBAL, Baltimore; WSAI, Cincinnati; KLZ, Denver; WXYZ, Detroit; KTRH, Houston; KHJ, Los Angeles; WREC, Memphis; WSMB, New Orleans; KOMA, Oklahoma City; KOIL, Omaha; KALE, Portland; KSD, St. Louis; WOL, Washington. Announcements will take Class A time and be placed following news broadcasts, according to Schwimmer & Scott, Chicago, the agency.

IN THE HEART OF THE MOTOR INDUSTRY!

WCAR

1000 *Streamlined* WATTS

LET US SEND YOU THE AMAZING STORY OF OUR COVERAGE AT LOW COST

WCAR
PONTIAC, MICHIGAN

Disc Code Group Probes Problems

Spokesmen Show Cooperation In AFRA Negotiations

IN A SERIES of almost daily conferences, committees representing transcription manufacturers, advertising agencies and American Federation of Radio Artists have, during the past two weeks, gone over the proposed AFRA code of fair practice covering the employment of actors, singers, announcers and sound effects men on transcribed programs [BROADCASTING, June 1]. No conclusions have been reached, nor any points argued out as yet, results to date adding up chiefly to an understanding as to what are the points of agreement and the points on which the factions are not agreed.

On a Friendly Basis

There are some fundamental points still to be resolved, it was said, the resolution of which neither side sees at present. However, members of each committee told BROADCASTING that relations between the committees have consistently been on a friendly, cooperative plane and stressed the fact that each group seemed to be sympathetically appreciative of the other group's problems, although naturally without losing sight of its own problems.

When discussions on sections of the code dealing specifically with open-end transcriptions raised technical questions which the members of the transcription committee, none of whom makes this type of recording, did not feel qualified to answer, it was suggested that a special meeting be held at which the makers of open end discs could speak for themselves. This meeting, which was not attended by the advertising agency group, was held at AFRA headquarters in New York on June 28, as the NBC board room, where the other meetings have occurred, was not available.

Representing AFRA at the conferences are Mrs. Emily Holt and George Heller, executive secretary and assistant executive secretary of the union, respectively. The transcription interests are looked after by Charles Gaines of World, John MacDonald of NBC and C. M. Finney of Associated. For the agencies, Leonard Bush of Compton Adv. and L. D. Milligan of Blackett-Sample-Hummert have attended all the sessions, with Jack Latham of Benton & Bowles, Arthur Pryor Jr. of BBDO, Joseph Bonine and Frank Conrad of McCann-Erickson (substituting for William Spire who is on vacation) and James Sauter of Air Features sitting in at some of the sessions.

Suit Dismissed

NEW YORK Federal Judge Vincent T. Leibell on June 19 dismissed the stockholder's suit of J. Webster Manning against RCA, Westinghouse Electric Mfg. Co. and General Electric Co., following the application filed April 17 by RCA seeking dismissal on the jurisdictional grounds that Manning is a resident of the District of Columbia and not of New York. Manning, holder of 1,000 shares of RCA common stock, filed suit Feb. 19 against the three companies alleging illegal transfer of stock for the use of patents and negligence on the part of officers and directors of the companies.

Beverage Firm's Quiz

VANTI PA-PI-A Corp., New York, which has been promoting its soft drink since last January on stations in the South and Midwest, and more recently on WNEW, New York, and WOR, Newark, on July 1 is starting a weekly half-hour program, titled *On the Spot*, on WOR, Mondays, 8:30-9 p. m. The programs will originate from Manhattan Beach's dance hall, where dancers, admitted to the floor upon presentation of three Vanti Pa-Pi-A bottletops, will be stopped on certain spots on the floor and asked questions. Contestants can win from one to five dollars for correct answers. Local promotion will be handled via window displays by grocers selling the drink in the vicinity. Recently added to the list of stations carrying daily spot announcements for the product are WIRE and WFBM, Indianapolis, and WHIO, Dayton. Erwin, Wasey & Co., New York, handles the account.

BROKE THE RECORD
Largest Audience in History
—Heard President—

THE largest radio audience on record listened to President Roosevelt's June 10 commencement address at the U of Virginia, Charlottesville, according to reports of the Cooperative Analysis of Broadcasting (Crossley CAB) which indicated reception in 45.5% of the radio homes in the country. Results of a C. E. Hooper survey, released by CBS, also showed that about 16,000,000 families had tuned in on the broadcast—an audience estimated at 48,000,000 persons.

A. W. Lehman, CAB manager, pointed out that the 45.5 rating reflects only the interest in the continental United States and does not measure the large foreign audience that undoubtedly heard the address. Comparatively the greatest amount of listening was registered in the East, with approximately half the radios tuned in, according to Mr. Lehman. The Midwest came up to the President's national listening average (about 45.5) and the South and Far West, although comparatively behind, still reported ratings substantially higher than for other broadcasts.

The previous high in Roosevelt radio audiences was 32.6 in CAB ratings, registered when he addressed the 1936 Jackson Day Dinner. Runner-up in all-time listener interest was the valedictory of former King Edward VIII of England, whose abdication speech was heard in nearly the same number of U. S. radio homes as the President's recent broadcast. However, other public figures never have attracted audiences higher than 23%. Foreign statesmen have drawn still less interest—Hitler's best was a CAB rating of 16.3 for his Danzig speech last September; Prime Minister Chamberlain, 16.3 when he spoke last January, and the Duke of Windsor, only 10.1 for his speech at Verdun on May 8, 1939. Presidential speeches previously have reached audiences ranging from 2.6 when he spoke from Covington, Ky., in July, 1938, to 30.1 for the fireside chat of March 9, 1937. The President's call for repeal of the arms embargo last September reached a 29.8 audience, according to the CAB.

Disc Rule Change

(Continued from page 18)

networks of National have commissioned competing transcription companies to transcribe their programs then being sent over the networks of National, only to have National refuse the permission for such competitor to proceed with the transcribing. Even in cases where the advertiser, the agency in charge of the program production and the independent transcription company make an agreement for the transcription, National refuses to permit the independent concerned to come upon its premises for the purpose of making transcriptions in accordance with the agreement of all the interested parties.

"The advertisers, who were paying for the talent, were advised that National would make the transcription for the usual rates (which were somewhat higher than those of the competitor). In many cases this was done; in others, no transcriptions were made. National can arrange for a telephone circuit into the studios of Columbia or the stations producing Mutual programs and make electrical transcriptions of commercial programs then being sent over the competing network, but National will not permit any other transcription company to arrange for a telephone circuit into its studios. By this means, National shuts off the possibility that any other network or any other transcription company may gain the same benefit from the network programs of National that National obtains from those of Columbia and Mutual.

"In view of National's wide control of broadcast facilities, this conduct places a heavy burden upon the independent transcription concern. Moreover, the transcription companies competing with National are not in a position to meet the competition of National in connection with network programs being broadcast by Columbia and Mutual. This is because National can offer those advertisers a ready-made outlet schedule on its owned or controlled stations.

"That these are real and not theoretical competitive advantages is demonstrated by the testimony of witnesses at the hearing that the competition of National was retarding the development of the transcription industry and endangering the ability of other companies to operate profitably."

Lightning Stops Stations

WHEN a severe lightning storm struck New York on June 19, the power feed lines of WOV were put out of commission, forcing the station off the air for over two hours. WNEW, WBNX and WHOM all carried courtesy announcements at the request of WOV, reporting that the station would shortly return to the air. WMCA, New York, also was silenced for about 45 minutes when lightning struck its transmitter at Flushing.

Theatres Buy News

TRANSRADIO PRESS, Chicago, has sold its news service to two Chicago theatres with negotiations now in progress for sale of service to other Chicago and midwestern theatres. Teletype machines located in front of Telenews and Garrick Theatres, loop houses, are attracting huge crowds to theatre's lobbies. Milton Fishman, head of Transradio Press in Chicago, sold the service.

South Carolina's
ONLY
Regional
CBS
Station
WCSC
Charleston, S. C.
1000 watts
Free & Peters, Representatives

IN BALTIMORE IT'S WFBR
NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.
ON THE NBC RED NETWORK

WFBG
ALTOONA PENN.
providing the ONLY full coverage of the Altoona trading area
Now
NBC-RED
and
FULL TIME OPERATION

The Pioneer Voice of Kansas
KFBI
5000 WATTS
1050 Kc.
WICHITA
Herb Hollister
Vice-Pres. and Gen. Mgr.

KFRU
COLUMBIA, MISSOURI
A kilowatt of power on 630 kc. daytime with 500 watts at night.
A Sales Message over KFRU Covers the Heart of Missouri

NAB and IRNA Authorize BMI To Buy Catalogs

'Blank Check' Is Given Music Subsidiary at Joint Session

(*Continued from page 11*)

cepting them. This analysis is going to NAB members and non-members alike [See page 77].

The joint session was preceded by several meetings of the BMI board and followed by similar meeting on June 22 and 24. The June 24 meeting marked resumption of BMI duties by Edward Klauber, CBS vice-president who has just returned to his office following an extended illness and whose place in the BMI councils during his absence had been filled by Mr. Paley.

BMI membership has reached the 300 mark, the organization reported, with the receipt of agree ments from seven additional stations—WBRY, Waterbury; WGTC, Greenville; WPRO, Providence; KFAB and KFOR, Lincoln, KOIL, Omaha, and WLS, Chicago.

More significant, however, was the strength of the support BMI is receiving from the industry as evidenced by the response to its call for 15% of the license fee. The call was issued June 7 with June 17 as the due date. By June 19, 80% of the total amount had been paid in. M. E. Tompkins, vice-president and general manager of BMI, said that to get 80% without a second call would have been a good record but to get it in two days "is a really remarkable demonstration of the solidity of the industry behind BMI."

In one of its first official attempts to interest the advertising fraternity in BMI and to get advertisers to begin using BMI music on commercial programs, BMI has written to the Assn. of National Advertisers outlining the disagreement of the broadcasting industry with ASCAP and explaining the purposes and operations of BMI. The letter points out the position of the advertiser as the ultimate source of radio's income and shows how increased musical costs will be inevitably reflected in the advertiser's bills for his broadcasting activities. At ANA headquarters it was stated that the letter was being studied with interest but that no action had been taken.

Creative Work

New compositions averaging better than one a day are being issued by BMI in addition to which its arranging staff is turning out about ten new arrangements of public domain music daily. As the BMI supply grows, network program executives are laying plans for extensive use of such tunes on all sustaining programs. It is understood that all orchestras picked up by the networks for late evening broadcasts soon will be required to include at least one BMI number in each 15 minutes on the air and that the requirements will be gradually raised until by the end of the year little ASCAP music will be heard on sustaining programs.

In mailing out the ASCAP contracts June 18 to both networks and stations, John G. Paine, ASCAP general manager, sent to stations a covering letter in which he essayed to outline virtues of the new proposals. BMI promptly countered with an announcement in which it held that the letter "does a fairly smooth job of camouflage" and then proceeded to uncover the loopholes. The four-page Paine letter explained the terms of the licenses which are essentially the same as those outlined last March [BROADCASTING, April].

The ASCAP "single station license" for five years— offers the right to perform ASCAP music "by non-visual broadcasting", for fees based on percentages of gross income that vary with the size of that income. Stations grossing less than $50,000 annually are assessed 3%; stations grossing between $50,000 and $150,000 are assessed 4% ,and stations grossing more than $150,000 are assessed 5%. In addition each of the first class of station must pay a sustaining fee of $12 a year and the other classes sustaining fees the amount of which is not specified in the license form. In his letter, Mr. Paine explains that stations grossing over $150,000 will pay the same sustaining fee as at present, while stations in the middle class will have a 25% reduction in their present sustaining fee. These fees, it is reported, are not based on any set standard but rather on the individual station's bargaining power.

Discrepancy Explained

The apparent discrepancy in the single station license between the statement in Subdivision IV, Section A, that the gross amount shall include income received for "rebroadcasting programs originating in other stations" and that in Subdivision V, Item (e) that "Licensee shall not be required to account for sums received for . . . . rebroadcasting programs originating in other stations" is not really a contradiction, ASCAP explained upon BROADCASTING's inquiry.

The first reference is to the calculation of income for the purpose of classifying stations into income groups, with income from network programs included. In figuring actual payments to ASCAP, however, the station does not have to include revenue from network commercials, as they have been paid for at the source under the terms of the network license.

ASCAP's chain broadcast license, covering "chain hook-up" broadcasts including "two or more stations" as listed in the contract "over or through or by which programs shall be transmitted simultaneously, furnished by or through or by arrangement with Licensee," follows the safe general form and contains the same general provisions as the single station license. For such a license the network agrees to pay ASCAP 7½% of what the advertiser pays for the network facilities, plus "the sum of $2,500 per station per year" for any stations included in the network that have not taken out individual licenses. All stations owned, controlled or operated by the network must have individual licenses, whether or not they are included in the stations listed in the network contract. There are no network sustaining fees.

Queried as to the flat 7½% for all network programs, regardless of the extent of the network, called for in the license, ASCAP officials stated that in the actual negotiations of the contracts the size of the network will be taken into consideration. Reiterating the statement previously made by Mr. Paine [BROADCASTING, April 1], that works, it was stated.

"ASCAP reserves the right to distinguish between networks as it does between individual stations," they explained that in all cases the competitive situation would be considered. Intra-state hook-ups may be charged only 3% or 5% of their gross incomes, depending on their make-up and coverage, the 7½% figure included in the contract being the maximum charge which will be made of nationwide net-

ASCAP'S BLIND MAN'S BLUFF

THE MOST hopeful sign on the copyright horizon is the total absence of hysteria among broadcasters over the ASCAP efforts to stampede stations into signing new performing rights contracts and thereby continuing its domination of music when current agreements expire Dec. 31. The truth is, ASCAP's bluff has been called. Broadcast Music Inc., with a 300-station membership and the unqualified support of NBC and CBS, provides the defensive preparation that has made this possible.

A joint meeting of the boards of NAB, BMI and Independent Radio Network Affiliates was held in New York June 21. BMI was given a vigorous vote of confidence and, in effect, a blank check to carry on its work in providing an industry-owned music supply. CBS President Paley and NBC President-Designate Trammell were there to renew pledges of continued support. They are *in* the music councils. It is clear they do not propose to capitulate to the ASCAP proposition for a 7½% gross music tax, and that they will contribute substantially to the BMI war chest, convinced that by Jan. 1 ASCAP music will not originate from their key stations.

There will soon be important developments through BMI. It is folly to think there is enough non-ASCAP music in its possession to bridge the ASCAP gap at the turn of the year. New catalogs will have to be acquired either by direct purpose or through other original means. More funds will be needed. But if ASCAP is not to be paid tribute after Dec. 31, those funds should be available from stations and networks in sufficient amount to make possible these music purchases without increasing unduly the music costs of stations.

Unlike the 1932 and 1935 contract crises, ASCAP also has been forced to change its tactics. It has learned that the broadcasting industry is a solid phalanx in its copyright reasoning and can't be split at will. It also has ascertained that the Department of Justice is dead serious in the revival of its anti-trust suit, along criminal lines.

As things stand, the broadcasting industry has better than a fighting chance without ASCAP's vaunted catalogs. By pursuing the course prescribed, and by keeping its head, it can rid itself forever of the ASCAP menace of being "percented" to death.

ASCAP Plug

ENVELOPES sent out by ASCAP now carry the slogan "Justice for Genius," stamped beside the meter postmark.

ASCAP Law Adjudged Within Court's Power

DECISION that the question of the legality of the anti-ASCAP legislation of the State of Washington falls within the jurisdiction of the Federal District Court in that State has been handed down by Special Master Archie Blair, who conducted a special hearing on the subject in Tacoma last fall, from Oct. 26 to Nov. 3. Testimony centered around the question of whether the statute involved a minimum of $3,000, amount necessary for a Federal court to assume jurisdiction [BROADCASTING, Nov. 16]. Decision upholds ASCAP's contention that more than $3,000 is involved and the test of the law's legality may now go before the three-judge Federal court. If the decision had gone the other way the case would have been remanded to the State Court, which has already suspended the statute.

Stipulations were made that the testimony given at the hearing before the special master may be used in the trial on merits. Herman Finkelstein, of the firm of Schwartz & Frohlich, ASCAP attorneys, who presented the ASCAP testimony at the Tacoma hearing last fall, told BROADCASTING that ASCAP may rest on the record and not present further testimony, although that has not yet been definitely decided, he said.

Rosenbaum Quits BMI

BECAUSE of pressure of business matters in Philadelphia, Samuel R. Rosenbaum, president of WFIL and chairman of Independent Radio Network Affiliates, resigned June 18 as a member of the board of directors of Broadcast Music Inc. He was immediately succeeded by Paul W. Morency, general manager of WTIC, Hartford, and vice-chairman of IRNA, to represent network affiliates on the organization. Engrossed in the handling of litigation affecting A. H. Greenfield Co., where he is second-in-command, Mr. Rosenbaum tendered his resignation "with sincere regret" prior to the BMI meeting June 18 in New York.

Another 'Info Please' Suit

TEMPORARY injunction was granted June 24 by New York Supreme Court Justice Bernard L. Shientag to Daniel and Ann Golenpaul, owners of the NBC program *Information Please*, restraining the use of the name "Information Please" in connection with radio "designs or motifs" on fabrics made or sold by M. Lowenstein & Sons and Aleo Mills, New York. Suit was filed May 6 by the Golenpauls seeking injunction, accounting of profits and $20,000 damages. The judge ruled that the use of such designs was "a deliberate attempt on the part of the defendants to avail themselves of the goodwill built up by the plaintiffs in connection with their prior exploitation of the trade name which, as a result of advertising and skill, has attained a clear and distinct secondary meaning."

Miller Calls ASCAP Pact One-Sided

Requires a Lot, Gives Little, He Says in Analysis

BRANDING the proposed ASCAP five-year contract renewal, dated to become effective Jan. 1, as "illusory" and "one-sided", NAB President Neville Miller June 27 sent to all stations an analysis of the contract together with a covering letter urging them to get solidly behind Broadcast Music Inc. as the music copyright solution which broadcasters have sought for years. He pointed out that the joint meeting of the boards of NAB, IRNA and Broadcast Music June 21 in New York unanimously found the ASCAP proposal to be "disadvantageous to broadcasters, no matter where situated, nor in what income category."

Some Hot Ones

In describing the proposed contract, Mr. Miller said:

"ASCAP requires a lot in the way of payment, it guarantees little; ASCAP may cancel the contract, but the broadcaster is bound for five years; there are no provisions for lessening the cost upon failures by ASCAP to deliver, but there are many provisions for levying increased toll upon broadcasters; the percentage of payment is lessened in some cases, but the base is broadened to include not only time sales, but talent costs, line charges, etc.; none of the present abuses are eliminated; the question whether you have the right to make an arrangement is left unanswered, undoubtedly for a purpose; the indemnity clause does not protect the sponsor or the agency; and there are many other interesting features which ASCAP has thought up for 'your benefit'."

More important than the form of contract and more basic than the question of whether stations may obtain a temporary financial saving, Mr. Miller insisted, is the underlying problem. The industry's action now will determine whether broadcasters "can obtain music in a free competitive market, or continue to sign on a dotted line laid before them by a music monopoly." He concluded:

"ASCAP has refused to negotiate with the industry; behind closed doors it has drawn terms of surrender, and John Paine urges you to come singly to his office and capitulate."

Pointing out that it is not possible in a memorandum to set forth all of the disadvantages of the ASCAP contract, the analysis cited the several means by which ASCAP accomplishes the result of binding the station while leaving itself free to do anything it wants. These reasons were given as follows:

More Loopholes

1. The broadcaster who signs the ASCAP contract does not know what, if anything, he will be getting for his money.

2. ASCAP may restrict its entire catalog without any recourse on the part of the broadcaster.

AN INTRA-STATION sales meeting was staged June 18 by Colonial Network to boost the Breakfast of Champions sale for Wheaties, General Mills product promoted on Colonial play-by-play baseball. First tried at the start of the season, the plan consists of a private broadcast from the studios of WAAB, Boston for the benefit of 16 Colonial station managers and their local Wheaties dealers. The dealers meetings heard talks by Gerry Harrison, Colonial station relations head, and by the sportscasters, Jim Britt and Tom Hussey. Among participants in the broadcast were (l to r) Ken Packard, sales supervisor, General Mills, in Boston; Mr. Hussey; Mr. Britt; S. L. Tate, sales manager, New England division of General Mills; J. P. Russell, of the General Mills regional sales force.

3. The proposed contract "freezes" the broadcaster's present status. (For example, FM is not covered by the agreement and a new contract at ASCAP's terms might be needed for this new service).

4. ASCAP has deprived the station of all escapes from the contract but has given itself additional "outs".

5. The ASCAP tax is levied not only on time charges but on talent costs, line charges, etc.

6. The proposed contract does not cure the essential defects of the existing contract.

Stations were warned that under the contract ASCAP can substantially reduce its catalog prior to the time on which the broadcaster signs. Publishers and writers may withdraw. "Indeed," it was added, "it is known that important publishing houses have not yet committed themselves to ASCAP for a further term." If these houses do not join ASCAP, observed NAB, broadcasters who sign now will still pay the full amount under the proposed contract.

Pig in a Poke

Summing up these provisions, President Miller claimed that ASCAP reserves to itself the right to give the broadcasters as much or as little music as ASCAP pleases. In other words, the broadcaster who signs this contract is "buying a pig in a poke", he said.

The disclosure also was made that ASCAP can restrict its entire catalog without redress. The previous "bad provision" now has been made worse, Mr. Miller said.

The new form restricts the broadcaster not only to a single enumerated station but even to studios specifically enumerated in the contract, totally aside from the fact that FM is not covered in the agreement. Previous contracts have contained provisions under which the broadcaster can cancel if his license is terminated, cancelled, revoked or suspended or for other causes. "This clause has been omitted, and nothing has been substituted in its place," NAB said.

For the first time, too, "broadcasting facilities" are defined to include all regularly employed personnel, and the only time that the broadcaster can avoid paying ASCAP a percentage on talent costs is where the talent is not regularly employed or actually engaged for the sponsor for a specific program or paid separately for specific commercial services. "This means that all the money which a broadcaster gets from selling his house band to a sponsor, through furnishing the services of regularly employed announcers, etc., is income on which ASCAP collects its percentage," the analysis stated. Line charges, wire charges and technical personnel also were included as taxable under the NAB's interpretation.

Finally, NAB contended that the indemnity clause is unsatisfactory because it does not protect foreign compositions contained in the ASCAP repertory. Moreover, it stated a new abuse has arisen since persons who have sued for infringement in some cases have sued not broadcasters but sponsors and advertising agencies. ASCAP counsel have refused to defend suits against agencies and sponsors, or to indemnify them against damages on the ground that the ASCAP indemnity protects only the station. This means, it was added, that the broadcaster has had to assume the defense at his own expense or possibly deter a client from using his station. It was stated that a new contract with ASCAP should provide that not only the broadcaster but his agencies and sponsors are protected if they play a number which ASCAP represents as being in the ASCAP repertory.

President Miller said the analysis did not attempt to discuss the basic abuses inherent in ASCAP organization or its method of levying charges upon broadcasters. "These basic defects would exist even if the form of contract herein described were satisfactory. This analysis should, therefore, be considered as constituting additional reasons why broadcasters should carefully consider their course of action."

Rights of State Upheld In XELO Race Pickups

THE Federal Courts are without jurisdiction to restrain California State officials from interfering with operators of XELO, Tiajuana, Mexico, who are charged with broadcasting horse racing news in code. That was the ruling of Los Angeles Federal Judge Harry A. Hollzer on June 25, when he denied application for an order restraining Attorney General Earl Warren from molesting the operators should they come into the United States from Mexico. Operators of the station also named Superior Judge Emmet H. Wilson, who had made several rulings in the case, in issuing a preliminary injunction restraining the station from broadcasting race results. Attorneys representing California officials argued that the State had the right to regulate broadcasts of the station. XELO is owned by the Piedras Negras Broadcasting Co. and besides Emilio Ayala, president, listed as an executive is Claudio M. Bres.

Stagehands and Radio

LONG-standing attempt by International Alliance of Theatrical & Stage Employes to place its men in the NBC Hollywood studios as stagehands came to a head in late June when the executive board of Los Angeles Central Labor Council approved a committee to investigate the situation, setting deadline for July 3, with affiliated crafts lending their support. The group was also authorized to put NBC on the unfair list if negotiations fell through. On the negotiating committee are I. B. Kornblum, executive secretary of Los Angeles Chapter of AFRA; Spike Wallace of Los Angeles Musicians Union; J. W. Buzzell of Central Labor Council, Al Speede, business manager, International Brotherhood of Electrical Workers, and Carl Cooper, representing the stagehands. When negotiations have been completed with NBC, the stagehands union will then start similar action with Don Lee Broadcasting System, Los Angeles and CBS in Hollywood.

FM
Synchronized
BY
Western Electric
SEE PAGE 7

Summer Program Tests Featuring Name Artists Are Arranged by CBS

FINAL arrangements have been settled for the summer sustaining series which CBS has been planning for the past several months [BROADCASTING, May 15], the eight-week series titled *Forecast* now scheduled to start July 15, under the joint direction of George Faulkner, CBS producer in New York, and Charles Vanda, CBS West Coast program director.

The series, to be heard Mondays at 9 p. m., will consist of 12 half-hour shows and two full-hour shows. On each of six nights, one production will come from New York for one half-hour, the other half originating in Hollywood. The full-hour programs will originate one on either coast. Each production will follow the basic pattern of the first broadcast on July 15, which will feature Frederic March and Florence Eldridge in an adaptation of Booth Tarkington's "The Gentleman From Indiana", Raymond Paige, Albert Spalding and Frankie Hyers.

According to W. B. Lewis, CBS vice-president in charge of broadcasts, "*Forecast* is designed to offer an ambitious, provocative and impressive reply to characteristically American listener-demand for new radio shows, new radio ideas and new radio people."

Films Supplement Radio

FILM lectures will supplement radio lessons of CBS' *American School of the Air* series starting next fall, following conclusion of arrangements by Sterling Fisher, CBS director of education; Donald Slesinger, executive director of the American Film Center, and the American Library Assn. The Film Center is selecting 16 and 35-mm. educational movies, many with sound, which picture the program material heard on *School of the Air* broadcasts, and during the coming school year will act as a clearing house through which schools may secure the pictures. All films are to be listed in the teacher's manual which CBS distributes free to school teachers, as supplemental reading lists have been in the past.

Half-and-Half Uncertain

AMERICAN TOBACCO Co., New York, following the July 3 broadcasts of Ben Bernie's *Musical Quiz* program on CBS for Half-and-Half tobacco, will discontinue the series, after which the orchestra will go on tour for the summer. According to Young & Rubicam, New York, the agency, no substitute show has been set, nor is it decided whether the Bernie program will return to the air this fall.

WSPA

South Carolina's FIRST!

SPARTANBURG

Blanketing the rich Piedmont section of South Carolina, plus many counties in North Carolina . . . southern center of textile mills, cotton, peach orchards, railroad shops, timber processing plants, colleges. Sell this great market with WSPA.

1000 Watts • 920 Kc.

Walter Brown, Gen'l. Mgr.

Brown Confirmation Deferred

(*Continued from page 14*)

men you would bring such transactions to the attention of authorities in charge of criminal prosecution?" he asked. Chairman Wheeler observed that CBS minority stockholders "undoubtedly" had a civil action to recover the losses resulting to them, and "probably" had a criminal case also.

Character Angle

Calling attention to the character requirements for applicants in the 1934 Communications Act, Chairman Wheeler declared the FCC should tell challenged applicants that "they've either got to get rid of officers who, as in the record before us, show themselves to be crooked, or not get a license". "There has been entirely too much of such racketeering in corporations, which has brought discredit on corporations in general and reflects on honest men as well as crooks," he stated, adding that the FCC ought to determine if officers of an applicant corporation are honest, going into individual characters as well as considering the integrity and character of the corporation as a whole.

Regarding stock manipulation, Chairman Wheeler told Mr. Brown, "I think you owe it to the public and to Congress to inquire into such transactions, looking for fraud as well as whether someone is holding stock for some foreign group or groups." When Mr. Brown answered that the FCC had sought a $50,000 appropriation for an investigation unit to carry on just such work, Chairman Wheeler commented that an investigation unit was not needed to find stockholders.

Sen. Tobey pointed to the listed holding of 22,104 shares of CBS stock by Brown Bros., Harriman & Co., investment bankers, and asked Commissioner Brown for whom they were holding it—for themselves or someone else. The latter probably was the case, he added. Chairman Wheeler cautioned the FCC to be on the lookout for "dummies for the real owners", observing that "if the Commission doesn't do it, it's derelict in its duty".

More Data Asked

The requirement that stockholders be listed "don't mean a thing" Chairman Wheeler declared, emphasizing that a real examination into stockholdings is necessary. When Mr. Brown pointed to the statement in the report calling attention to the difficulty of tracing stockholdings beyond reports as listed on the market, Mr. Wheeler said individual stockholders should be contacted to find out about their holdings. Mr. Tobey observed that "William S. Paley and the whole damn Paley family" really control CBS. Commissioner Brown said it was true that "Paley and his associates" control CBS.

Mr. Tobey asked for information on the recent sale of some of the CBS stock owned by William S. Paley, as requested at the previous hearing. Although Mr. Brown declared he understood the request to be only for information as to whether the recently sold stock amounted to a controlling interest, Mr. Tobey explained vehemently that his question was not that, but rather to whom the stock had been sold. Commissioner Brown said he did not know. At this Chairman Wheeler exclaimed, "Why in the name of God didn't you find out?" continuing that the nature of the request at the time it was put was "plain as the nose on your face".

Going once again into the selling prices of specific stations, Sen. Tobey pointed to NBC's purchase in 1934 of the remaining half of WMAQ, Chicago, from the *Chicago Daily News*. The purchase price for the half-interest was $625,000, he said, while the actual physical value of the plant was only $44,726. He asked what he considered a reasonable "going concern value" for a station, asserting that at one time the Commissioner had said this value would be not more than 100%. Mr. Brown explained that no definite percentage could be set for this "going concern value", as it varied with cases and conditions. "Who pays for this 1400% increase in value?" asked Sen. Tobey. Answering himself, he explained that this "watered value" forces up rates, which are passed on to the advertiser, and in the end John Q. Public pays the bill by paying more for the goods he buys.

Night Club Incident

Explaining that he was going into "the more personal side" of Commissioner Brown's situation, Mr. Tobey reviewed previous testimony on the FCC's disposal to rely on its own legal department for preliminary interpretations on "profane, obscene, indecent" matters. From this he worked into further review of Commissioner Brown's testimony on "a wild party in a New York hot spot".

Commissioner Brown reaffirmed previous statements that although he and two other FCC members—Commissioners Case and Craven—had spent some time one evening about a year ago with Donald Flamm, operator of WMCA, New York, in the Diamond Horseshoe, a Gotham theatre restaurant, he knew nothing of alleged goings-on involving women or "drunken brawl".

Under questioning by Sen. Tobey, Commissioner Brown stated that in January, 1939, the FCC had granted WMCA's application to double its power and that during an official trip about 10 weeks after this the meeting with Flamm took place. He heatedly declared he did not remember any such incident as having his glasses knocked off or twisting a lady's arm.

Call for Craven

Charging Mr. Brown with "playing ducks and drakes with the Committee", Sen. Tobey declared, "I know the facts and can substantiate them." He declared he had gathered the facts from witnesses. As he prepared to read into the record a transcript of the facts as he had heard them from the witness, Mr. Wheeler observed that no statements based purely on hearsay should be admitted in the record. At this Mr. Tobey asked that Commissioner Craven be called. As he became more and more outspoken in his accusations against Mr. Brown's personal character, the Commissioner beat with his fist on the table and exclaimed, "Mr. Chairman, I resent any such statement by this Senator!"

Comdr. Craven explained the New York incident as "a very simple matter". He said the Diamond Horseshoe was "definitely not a hot spot", but a place to which he would take his "mother, sister, and daughter all at once". He explained that Commissioners Case, Brown and himself had gone there by themselves. Arriving, they found Mr. Flamm and his party at a table. He invited them to join them, but they took another table, meantime speaking with other friends who happened to be there. He stated that he had had "a drink" but didn't notice whether others in the party did, observing, "I don't mind taking a drink with friends".

Nothing Immoral

During the evening, he continued, Commissioner Brown had introduced him to a lady, presumably one of the Flamm party. At one time, he said, he heard a slap and saw Commissioner Brown holding a lady by the wrist "apparently to keep her from attacking him in some way". At the time Commissioner Brown's glasses were lying on the floor, he added, explaining that he saw nothing immoral or obscene in the whole incident.

When he had concluded, Senator Tobey asked committee members to give it careful thought in judging the character of Commissioner Brown. Chairman Wheeler, rising from his chair was heard to say that such an idea was "pretty flimsy", but Mr. Tobey continued that it was "reprehensible" to allow such a person to judge in an official capacity the standards of profane, obscene or indecent matter. Continuing, he charged Mr. Brown with "false testimony beyond peradventure" and exclaimed that he was "guilty of conduct in a public place not becoming a gentleman, and certainly not a Government official".

Atlanta Vote

As an anti-climax Senator Tobey asked Mr. Brown if it were not true that the application of James M. Cox to purchase radio interests in Atlanta had not been granted unusually fast. Commissioner Brown said the grant was "speedier than usual". He corrected Mr. Tobey's observation that Commissioner Payne did not participate in the Cox proceeding, explaining that he did sit "and walked out as the vote was being taken". He also admitted, under Senator Tobey's questioning, that Mr. Cox, in 1920 Democratic

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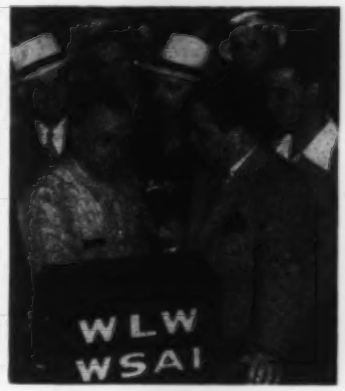
LANG-WORTH FEATURE PROGRAMS

420 Madison Ave. New York

Bulletin Watchers

PRE-WAR days of 1914, with thousands gathered about bulletin boards at newspaper offices, has its 1940 counterpart in Omaha. Throughout these days crowds ranging from 100 to 500 persons gather around WOW's newsroom window on Farnam St. to watch and listen to war bulletins, posted every 15 minutes. Down the street, about half a block away, similar crowds congregate around an outdoor speaker established by KOIL. At the time Italy declared war Farnam St.—Omaha's main thoroughfare—was completely blocked, with about 2,000 persons on the street listening to WOW's Foster May casting war news.



LEAVING for the annual convention of the National Assn. of Retail Grocers in New York, the Cincinnati contingent got a radio send-off at the station. Fred Foster (holding mike) interviewed grocers. Behind him (polo shirt) is Herbert Flaig, special events man. WLW sent its own crew to the convention.

candidate for President on a ticket with Franklin D. Roosevelt, had recommended his renomination to the White House.

As the hearing concluded, Sen. Tobey asked Commissioner Brown to furnish the committee with a record of all of Donald Flamm's dealings with the FCC, over and above the license history of WMCA, which he had procured earlier from the FCC.

Mr. Colin's Statement

Following is the statement issued June 21 by Mr. Colin:

"Charges made by Senator Tobey today with reference to transactions in 1932 by William S. Paley, president of the CBS, and other directors of that company, are false. I acted as counsel for Mr. Paley and the other stockholders of CBS in the 1932 transactions and I am personally familiar with all of the facts. Senator Tobey's charges result either from the deliberate and malicious intent to injure Mr. Paley and his associates, and the CBS, or from ignorance of the facts and rash statements despite such ignorance.

"In 1932 half of the Columbia stock, or 63,250 shares, were owned by Paramount Publix Corp. and the other half of the stock were owned by fewer than 30 individuals. Paramount decided to sell its half of the stock and individual stockholders of Columbia owning more than 95% of the other half bought from Paramount 49,094 shares of Columbia stock at $82.21 a share.

"At the same time and without profit to any director, Columbia bought for its own treasury the remaining 14,156 shares of Columbia stock at the same price of $82.21 a share. Senator Tobey is in error in stating that the stock at that time had a market value of only $35 a share. At that time the stock was not dealt in on any market and accordingly it had no market value. That the price of $82.21 a share paid for the stock by both the individual stockholders for their own account and by Columbia for its treasury was a fair valuation is proven by the fact that, coincidentally with the purchase from Paramount, the individual stockholders were able to resell 24,328 of the shares they had purchased from Paramount to a syndicate of third party purchasers at the same price of $82.21 a share which the stockholders and Columbia had paid to Paramount.

"Two things should be emphasized in connection with the transaction. The first is that neither Mr. Paley alone nor in association with his directors used a single dollar of company funds for their own personal benefit. Company funds were used to reacquire its own stock for its own treasury and the wisdom of that acquisition has been proven by the fact that the stock acquired even at present depreciated market values, is now worth many times the price paid for it. Secondly, the profit made by Mr. Paley and his associates has resulted from their efforts on behalf of the company and the increase by reason thereof in the value of its stock over the value at the time of their original investment."

Fight Shortwaved

TIDE WATER ASSOCIATED OIL Co., New York, on June 19 during its regular shortwave program to South America on WGEO, General Electric Co.'s shortwave station in Schenectady, presented an interview with Arturo Godoy, South American, who fought Joe Louis on the following evening in Madison Square Garden, New York. Tide Water broadcasts two shortwave programs weekly on WGEO to promote its lubricants [BROADCASTING, June 1]. G. M. Basford Co., New York, handles the company's foreign advertising. The Godoy-Louis fight itself was sponsored by Adam Hats on NBC as well as on NBC's shortwave stations to Latin America, WRCA and WNBI. Interviews with Louis and Godoy featured the transcribed *Radio News Reel* on WMCA, New York, June 19.

'Elm Street' Amateur Winners

WINNERS in the amateur talent contest conducted by the Wander Co., Chicago, for its MBS *Carters of Elm Street* serial program, are Miss Thelma Hansen, Lowell, Mass., a demonstrator for Canada Dry Ginger Ale, and Mrs. Ethel Chase Christide, Eugene, Ore., a high school teacher. Each of the 84 Mutual stations carrying the program held its own auditions to find one girl between 15 and 25 years of age and another of 25 or over. The winners will be brought to Chicago, all expenses paid, and will receive roles specially adapted to their acting ability to enact on the program for two weeks at $112.50 per week. Agency handling the Wander account is Blackett-Sample-Hummert, Chicago.

JACK PEARCE, engineering supervisor of WGN, Chicago, escaped with only a slight head injury when his car was turned over by a blowout enroute to the Illinois Republican convention at Springfield.

Glenn Miller Is Winner Of 'Ballroom' Band Poll

GLENN MILLER, young orchestra leader heard thrice-weekly on CBS under sponsorship of Liggett & Myers Co. for Chesterfield cigarettes, was named the "Nation's No. 1 Bandleader" in the annual poll conducted by Martin Block for listeners to the *Make Believe Ballroom* program on WNEW, New York. This year the poll was conducted not only among New York listeners, but also in the 20 cities in which National Biscuit Co. has been sponsoring RCA-Victor records with introductions by Martin Block, similar to the *Ballrom*, since Feb. 12. Miller's nearest rival in the poll was Tommy Dorsey, with Benny Goodman, Sammy Kaye and Kay Kyser following in that order.

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business

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135 radio stations from coast to coast now using

TEL-PIC WINDOW DISPLAYS

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TEL-PIC SYNDICATE, Inc.

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P.S. Our new reciprocal plan is without cost to station.

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BROADCASTS 3½ hrs. daily in Polish to over ½ million Poles — in addition to Italian-German-Yiddish-Spanish.

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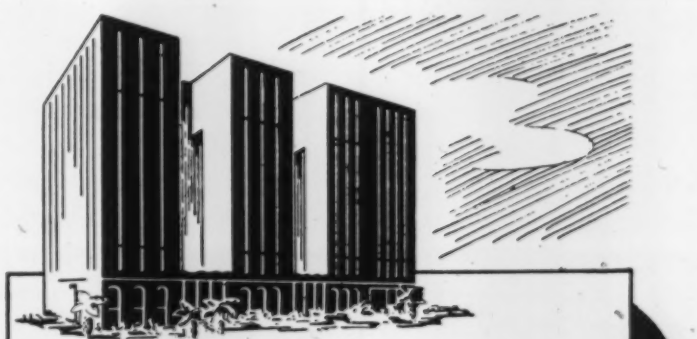

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HOTEL ST. FRANCIS

MANAGEMENT DAN E. LONDON

UNION SQUARE

SAN FRANCISCO

Communication Defense Board Seen

Proposed Agency Would Coordinate Various Industry Work

(*Continued from page 9*)

chairmanship appointment, it is indicated, with the military and naval establisments presumably of the opinion that a military man and not a civilian should head the organization. Even before Mr. Fly began whipping into action on all fronts, plans had been drawn for eventual creation of such a board.

Apropos the $1,600,000 personnel-monitoring expansion program (which has not been announced as such), the FCC stated that effective policing of communications under the coordinated national defense program necessitated the augmenting of the present field force of less than 200 men. The plan is perhaps to quadruple the personnel and to purchase additional fixed monitoring stations as well as new bases of operation for mobile units.

24-Hour Surveillance

The Commission said a 24-hour surveillance of all communication channels will be undertaken, including broadcasting. Present monitoring facilities will be supplemented with ten primary longe-range direction finders, to determine the bearings of unauthorized or otherwise suspicious communications. The mobile equipment, including direction-finding aparatus, traces the origin of these transmissions.

The vastly expanded monitoring operations, to be provided for with national defense appropriations, supplements other actions of the FCC, including tightening up on amateurs and ship operators, fingerprinting of more than 100,000 licensed operators as part of the proof-of-citizenship quest, watching of radiotelegraph and radiotelephone circuits for superfluous signs and translating of foreign-language broadcast material.

Even the checking of diathermy machines and other high frequency apparatus used for medical purposes, to ascertain they are not being converted into transmitters for subversive purposes, is planned. The FCC proposes also to keep tab on transmitters in stock or storerooms to make sure they are not being used. The additional personnel, to supplement the field force in more than a score of cities, will be supplied through the Civil Service rolls or by special examination under civil service.

In explaining the overall plans, Mr. Fly emphasized that the idea is to maintain "normal operations". He said it would be "tragic" if operations were disturbed. The position of the FCC, he inferred, would be that of protecting, so far as consistent with military requirements, the status of industries under is licensing jurisdiction. He called for a "balanced perspective", and again scouted "alarmist" reports of Government absorption of private industry operations.

Further measures to nip possible "Fifth Column" activities in communications generally are being taken by the FCC. Moreover, there were indications in the Senate that legislation might be enacted to ban foreign holdings in any licensee company, whatever its nature, as against the existing provision permitting not more than one-fifth of the directors of a corporation to be non-citizens.

Citizenship Proof

The FCC, in perhaps its most spectacular move since the war emergency began, has issued orders requiring citizenship proof and fingerprints from the some 100,000 licensed operators, both commercial and amateur, while at the same time planning expansion of radio monitoring operations throughout the country. On June 18, the FCC issued its regulations requiring the fingerprinting and proof of citizenship for all licensed operators, to be returnable Aug. 15. These must be certified by Federal, state or local officials, the Department of Justice or the FCC field offices.

The June 18 action covering proof of citizenship and fingerprinting will apply to all licensed broadcast station operators, numbered among the 9,700 holding radiotelephone operating permits. In addition there are 55,000 amateurs, 84,000 radio telegraph licensees, and 36,000 holders of restricted licenses who must provide proof of citizenship, fingerprints, photographs, information about citizenship or nationality of the applicant's immediate family, and whether the operator has had service with the American military or naval establishments or has been in the service of any foreign government.

This latter action was preceded June 14 by a warning by the FCC to all commercial operators to adhere to the strict letter of the law prohibiting superfluous and personal "chatter" and unidentified communications by radio. Similar warning had been given to ship radio operators June 10.

Foreign language programs still are causing considerable concern in official circles. In some quarters a summary ban on foreign language news commentaries is favored. But another school of thought believes such action might lead to unrest among foreign elements who do not understand English and thereby provoke undesirable activity. Yet another group is inclined toward support of a plan whereby all foreign language news commentaries would be interpreted from English to the native tongue and then transcribed, thereby avoiding any possibility of ad libbing.

International broadcast stations likewise present a serious problem, particularly in the light of the propaganda being transmitted to South America by Nazi stations, beamed for that service. Because of the censorship furor provoked when the FCC sought to require transmission of "cultural" programs to Latin American countries about a year ago, this issue is being handled rather gingerly. Nevertheless, it is not unreasonable to expect that the Government — perhaps through the State Department— will seek to have international station licensees transmit programs geared to offset insidious propaganda from abroad.

Two Plans Mulled

At this writing, aside from the Defense Committee plan, there appear to be two separate plans for communications control, in the event of declaration of a national emergency or of our involvement. What might be described as "Premise A" is based on collaboration with the broadcasting industry down the line, with perhaps some supervising director designated to coordinate operations under the projected general board.

"Premise B" — the more drastic plan—would be invoked only if "Premise A" failed. The latter might involve taking over of all actual broadcast operations by a Government agency but, it is emphatically stated, even that plan does not involve a ban on commercial operation. It would simply mean, as now outlined, rigid supervision of all program operations by Government personnel.

It readily can be understood why the Government does not propose to interfere with commercial broadcasting. If that were done, vast appropriations would be required to program and maintain stations, aside from reimbursing licensees under the "due process" principles. Moreover, since one of the fundamental factors in the planning is that of maintaining public morale and keeping the people posted, a minimum upsetting of established broadcast operations, so far as the listener is concerned, is definitely the objective.

Can't Stop Listening

In appraising the broadcasting propaganda problem, the Government is faced with several difficult situations. Control of incoming broadcasts from abroad is perhaps the most serious. They cannot be controlled unless a ban on listening to foreign shortwave stations is imposed.

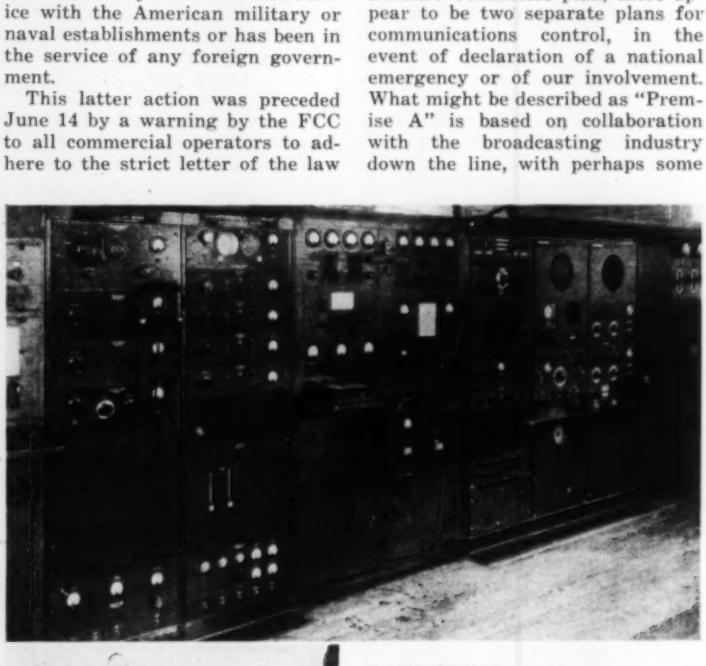
On programs originated domestically, no serious problem is foreseen (save foreign language and international networks) where broadcasting is concerned. Officials also are pondering the question of local broadcasting, where stations are solely on their own, picking up news services and local speakers. How such operations can be supervised without placement of "supervisors" in each station is being discussed.

It is clear that Government officials appreciate the "show psychology" of radio. They do not want to change the radio fare any more than may be necessary. Above all, they want to maintain the relationship between station and sponsors.

Personnel Setup

Many inquiries have reached Government departments, particularly the military, regarding personnel assignments in event of war. Insofar as broadcasting is concerned, it is likely the first step, under a declared national emergency, will be to operate under civil status, except for the top Government official. The second phase might involve transfer of executives from civil to military reserve status. In the latter connection, it is understood the military departments have cataloged perhaps all individuals in radio, keying them for particular assignments in time of war emergency.

Thought also has been given to the suggestion that all manufacturers of transmitting equipment be required to register with the Government the serial number of all transmitters sold, whatever their nature. The FCC then would be in a position to check accurately use of unlicensed transmitters, without the necessity of actually catching the outlaw rednanded".



EQUIPMENT of this type is used by the FCC in monitoring the air. A typical monitoring station (above), of which there are six, includes a standard of frequency, interpolation equipment, receivers, recorders and oscillographs, measuring from 100 kc. to 100 mc. The Commission has 42 autos like this one for use in field service.

Armistice Brings Dramatic Pickups

Networks Lose Contact With Their Personnel in France

WITH the silencing June 20 of the last available French shortwave transmitter by the advance of the Nazi army, American radio pickups from abroad now originate chiefly from London, Berlin and Rome, the Italian capital replacing the spot formerly filled with news from Paris.

Last broadcasts from France came June 19 from Bordeaux, featuring a description of an air raid by William Humphries and Helen Hiett, who had spent several preceding hours in a coal bin while bombs fell.

End of radio communications from France marked an end of all direct contact with that country. For several days prior to June 19 CBS had turned over its facilities to United Press, whose correspondent, M. S. Handler, put his stories on the air following the broadcasts of Eric Sevareid to America. The Handler stories were not broadcast in this country, but were taken down from the shortwaves by the CBS listening post and sent to the UP office for publication.

Shutdown of communications also meant loss of contact between network headquarters in New York and their correspondents in France.

CBS believes that Sevareid and Edmund Taylor, its two main representatives in France, are on their way to America.

NBC believes its Paris personnel are still in Bordeaux, where all radio and news men had gone with the government. Mutual's correspondents, Waverly Root and Victor Lusinchi, with their wives and Root's infant daughter, were attempting to cross the border to reach either Madrid or Lisbon, where the women and child might get transportation to the U. S.

Probably the most dramatic European broadcasts of recent days were those from Compiegne on the afternoons of June 21 and 22, when William L. Shirer of CBS and William C. Kerker of NBC broadcast joint descriptions of the meeting of French and German plenipotentiaries in the historic railway car in which, nearly 22 years before, Germany had made peace with the Allies, and of the signing of the present armistice with France accepting the terms of Hitler. The two reports were broadcast by the combined CBS and NBC networks.

LATE *Personal* NOTES

JOSEPH H. HOLMES Jr., spot time-buyer of Young & Rubicam, New York, on July 1 transfers to the agency's research department. Frank Coulter Jr., formerly time-buyer of N. W. Ayer & Son, Philadelphia, joins the time-buying staff.

STEVENS JACKSON, formerly of Benton & Bowles, New York, on July 1 joins the sales staff of WMCA, New York.

T. J. CARROLL, formerly of WJW, Akron, O., has been appointed commercial manager of WCMI, Ashland, Ky. William R. Holt, WCMI business manager, late in May married Louise Ward.

G. RICHARD SWIFT, director of the *Morning Almanac* program on WABC, New York, and with CBS since 1932 in various departments, has been placed in charge of studio operations of WABC in addition to his present duties as director.

FRANK McINTYRE, formerly of KTSM, El Paso, Tex., has joined KGVO, Missoula, Mont., as chief announcer.

JACK BURNETT, commercial manager of KGVO, Missoula, Mont., is the father of a girl born June 19.

CARROLL CARROLL, Hollywood writer of J. Walter Thompson Co. on the NBC *Kraft Music Hall*, sponsored by Kraft Cheese Corp., having recovered from a nervous breakdown, has returned to his assignment. Eddie Helwick and Stanley Quinn handled the assignment for three weeks during his absence.

ROGER COMBS or Erwin, Wasey & Co., New York, on June 27 was guest speaker on the weekly *Men Behind the Ads* program on WOV, New York. His subject was "What Advertising has Done for the Aviation Industry".

HOWARD CHAMBERLAIN, for the last three years program production manager of KLZ, Denver, on July 1 joined WLW, Cincinnati, as assistant to George C. Biggar, WLW program director. He will devote most of his time to developing new programs and talent.

BILL KENT, formerly of WMFF, WDEV, Waterbury, and WSLB, Ogdenburg, has rejoined the announcing staff of WMFF.

JACK SIMPSON, account executive of Stone-Stevens-Howcott-Halsey, New Orleans agency, recently married Mary Alice Buist, conductor of *Assistant Housewife* on WWL, New Orleans.

ROBERT B. RAINS, who recently resigned as vice-president of Headley-Reed Co., station representatives, has joined the sales staff of WJR, Detroit. A 1931 graduate of the University of Virginia, Mr. Rains' first job was with Cities Service and he entered radio in 1937 when he took charge of the Detroit office of the Kelly-Smith Co.

WICK CRIDER of the radio publicity department of J. Walter Thompson Co., New York, on June 29 married Frances Nalle, model and radio actress, at the Little Church Around the Corner, New York.

PAUL THORNTON, assistant state supervisor of music in the Louisiana department of education, has joined the educational department of RCA Mfg. Co., Camden, N. J., to coordinate that department's music activities with the wholesale distributors of RCA products and with state music supervisors.

JACK HEAKE, formerly of Philco Radio & Television Corp., and Charles Grosser, of RCA, have joined the engineering staff of WIP, Philadelphia.

CHIEF "Buller" of the Broadcasters Bull Sessions in New York for 1940-41 is Arthur Sinsheimer, radio director of Peck Adv. Agency, New York. He was unanimously elected president of the rapidly growing radio luncheon club. Name of the organization may be changed to "Radio Executives Club of New York".

KWK at Convention

KWK, St. Louis, provided its own version of GOP convention activities during the Philadelphia session, sending Leland L. Chesley, news editor, to cover the proceedings. Chesley is said to be the only newspapermen ever to interview John Dillinger, former No. 1 public enemy. He has been KWK news editor for more than two years. He founded the Cooperative Employment Council, clearing house between jobless and large employers in the St. Louis area. Chesley's convention news was carried on Ray Dady's *Sidelights on the News*.

Mr. Chesley

New Tennessee Local

PLANS for the new WKPT, local in Kingsport, Tenn., authorized February 13 to operate with 250 watts full-time on 1370 kc., to go on the air July 15, have been announced by W. Harold Gray, newly appointed station director, who formerly was assistant manager of WBIG, Greensboro, N. C. Harman L. Moseley, formerly of WAYX, WAIR, WWNC and WSB, is to be commercial manager, and Guy Beard, previously with WWNC, will be chief engineer. Other personnel selected includes: John Stinson, formerly of WJR, production; Bob Poole, chief announcer; Charles Chrismon, chief control operator; George Harvard and Al Webb, engineers; Jay Caldwell, announcer; Nancy Mosley, continuity. Transmitter and studios will be Western Electric equipped throughout with a 360-foot Truscon tower. First commercial program following the inaugural broadcast will be sponsored by the Studebaker Corp. through its local agency.

Higgins Hockey Chief

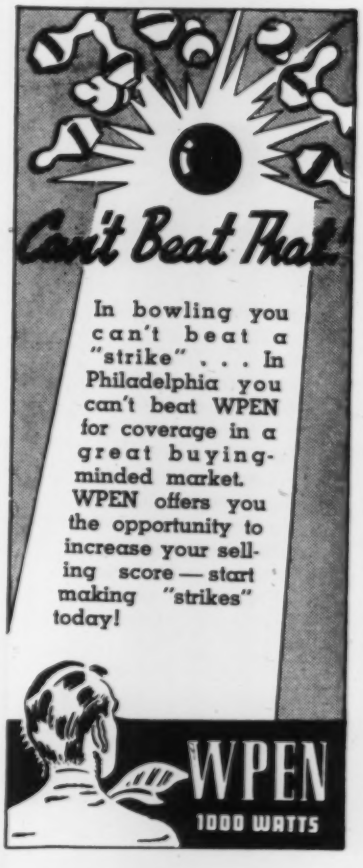
GEORGE HIGGINS, sports commentator of WTCN, Minneapolis, on June 23 was elected president and treasurer of the American Hockey Assn. at a meeting of the league in St. Paul. He was elected upon resignation of Bill Grant, of Kansas City, who had held the presidency for 13 years. Higgins also is president of the American Assn. of Baseball Broadcasters and a past president of the Northwest Umpires Assn. For more than 10 years he has officiated at Midwest football and basketball grames, both high school and Big Ten.

CBS 'Sport Network'

CBS is organizing all its sport reporters into a "sport news network" to furnish Ted Husing with up-to-the-minute news of national sports happenings for presentation on *Sports-Time*, quarter-hour Sunday evening series, which started June 17 on WABC, New York, and later will be extended to the CBS network. The "sport network" is similar to the CBS "farm-news network" which furnishes Charles Stookey, CBS' director of agricultural activities, with news for his *Columbia's Country Journal*. Husing discusses late sports news from all sections of the country and interviews sports personalities on the programs.

"Information Please" Offered

NBC Artists Service, which represents the NBC-Blue *Information Please* program, and Dan Golenpaul, owner of the rights to the program, are offering the show to agencies for new sponsorship this fall after the expiration Nov. 15 of the contract with Canada Dry Ginger Ale, present sponsor. No reason for the move nor details were forthcoming from Mr. Golenpaul, who is understood to be offering the show for $8,500 per week. Agency handling the Canada Dry account is J. M. Mathes, New York.


Can't Beat That!
In bowling you can't beat a "strike" . . . In Philadelphia you can't beat WPEN for coverage in a great buying-minded market. WPEN offers you the opportunity to increase your selling score — start making "strikes" today!
WPEN
1000 WATTS

WQXR Signs AFM Pact

WQXR, New York, has signed a contract with Local 802 of the AFM establishing a six-man house orchestra to play classical music for broadcast six times weekly. The contract, effective July 1, continues until March 1, 1941, after which it calls for a ten-man orchestra until March 31, 1942.

FM

Synchronized

BY

Western Electric

SEE PAGE 7

Philip Morris Test

PHILIP MORRIS & Co., New York, on July 11 will start a test campaign to promote the new long Dunhill Majors cigarettes using *Name Three*, quiz program formerly sponsored by the company on MBS for Philip Morris cigarettes, on WOR, Newark, Thursdays, 8:30-9 p. m. More stations may be added before the original 26-week contract expires, according to Biow Co., New York, the agency, if the test proves successful after the first few weeks. No m.c. for the program has been selected as yet.

Spots for Musterole

MUSTEROLE Co., Cleveland, which sponsored *Carson Robinson's Buckeroos on NBC-Blue* last winter, on Oct. 1 will start a spot campaign for its seasonal cold-cure product using about 75 stations in major markets throughout the country. Both 50 and 100-word announcements and chain breaks are under consideration and the station list has not yet been announced. Erwin, Wasey & Co., New York, handles the account.

Luckies Spots Deferred

AMERICAN TOBBACCO Co., New York, reports that it has "postponed indefinitely" the contemplated national expansion of the current eastern spot announcement campaign for Lucky Strikes [BROADCASTING, June 15]. The New York section of the campaign on nine stations was renewed June 14. Lord & Thomas, New York, handles the account.

Emerson Boost

EMERSON RADIO & Phonograph Corp., New York, has announced a 50% increase in its advertising appropriation for 1941. According to Buchanan & Co., New York, agency handling the account, plans are still under consideration for a network campaign for Emerson radios featuring a news commentator, as yet unselected.

NOTICE

. . . is hereby given that the Radio Station Sales Company is not bound by or responsible for any contracts, checks or other obligations signed by LEON KIRBY either personally or in the name of this company.

The Radio Station Sales Company

Edwin M. Spence

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An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
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Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

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Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

Martin V. Kiebert, Jr.
Consulting Radio Engineer
associated with Jansky & Bailey
Russ Bldg., San Francisco, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

CLIFFORD YEWDALL
Empire State Bdg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
7134 Main Street, Kansas City, Mo.
Branch office, Crossroads of the World
Hollywood, Cal.

CLASSIFIED *Advertisements*

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. **Bold face** listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 10th and 25th of month preceding issues.

Help Wanted

Wanted—partner for minority or majority owner in good station. Box A866, BROADCASTING.

Combination Licensed Operator-Announcer—must be good announcer. Box A855, BROADCASTING.

Program Director-Office Manager—must be thoroughly experienced and capable. Box A856, BROADCASTING.

Employees—Let us help you get a position through our National Radio Employment Bureau. Paramount Distributors. Box 864, Denver, Colo.

Two combination Announcer - Operators, one sports experience. Good advancement opportunity. Send photo, transcription, references. Box A863, BROADCASTING.

High Salaried Positions—New method creates marvellous opportunities. Best stations. Small cost. Write. Personal Promotion Service, 3 Crandall, Binghamton, N. Y.

Situations Wanted

Newscaster—experienced. Writes own news, clear and without bias. Distinctive voice. East or Midwest. Box A862, BROADCASTING.

Radio School Graduate—with first class telephone and second class telegraph licenses. Box A864, BROADCASTING.

Continuity Writer—experienced, university graduate, announces. Writes, edits news. Salary secondary. Box A861, BROADCASTING.

YOUNG WOMAN—director, announcer, writer. Program ideas. Selling experience. Connect with progressive station, any capacity. Box A852, BROADCASTING.

ATTENTION, STATION MANAGER—is there a store in your town looking for an experienced young woman to put over its radio advertising? References. Box A850, BROADCASTING.

Salesman—now employed Columbia 1 kw. station. Successful record and references available. Commission or percentage against draw. Thirty-one years and married. Box A860, BROADCASTING.

Salesman or Commercial Manager—trained radio and newspaper advertising. Employed. Single. Age 27. Start $35.00 week. Unencumbered. North Central States. Box A853, BROADCASTING.

Situations Wanted (Continued)

News Editor—young man with ideas, equipped to handle publicity, continuity. College major in journalism, newspaper experience and one year's experience editing news for radio. Box A857, BROADCASTING.

ENGINEER—28. 7 years experience; network, transmitter, control-operator, maintenance, installation, recording. First Class Telephone. Available immediately. Box A851, BROADCASTING.

Engineer Desires Change—employed last two years at studios and transmitter of kw station. Radio servicing experience. Up on frequency modulation. References on request. Box A854, BROADCASTING.

Announcer-Newscaster—can also edit news. Young, talented, capable. Have been thoroughly trained and now wish the experience. Transcription and myself available anytime, anywhere. Box A858, BROADCASTING.

Continuity, production, sales production, ideas. Five years exceptional radio experience. Write, produce selling copy, all types programs. Past three years at outstanding Midwest regional. Best references. Box A859, BROADCASTING.

Employers—We have experienced radio employees in every section of the United States. Let us submit summaries of qualified applicants whose references have been verified. No cost to you through National Radio Employment Bureau. Box 864, Denver, Colo.

Advertising-Promotion—Now writing, producing successful network program. Experience as station program director, head of own agency specializing in radio, radio director all types of campaign. Proved ability to create and carry ideas through and to coordinate efforts with others. Excellent references. 35 years old. Box A865, BROADCASTING.

Wanted to Buy

Late Model RCA or WE 1 kw. Transmitter. Must be in good condition. Box A867, BROADCASTING.

For Sale

FOR IMMEDIATE SALE—10 kw. broadcast transmitter with excellent record of performance. Transmitter recently taken out of service and ready for dismantling and crating. Airmail inquiries to Box A868, BROADCASTING.

HOUR RULE DRAWS INDEPENDENTS' IRE

PROTEST against the June 4 change in FCC rules requiring broadcast stations to operate two-thirds of their total authorized hours between 6 a.m. and 6 p.m. and midnight, was filed with the FCC June 27 by National Independent Broadcasters.

Andrew W. Bennett, NIB counsel, contended that the June 4 amendment will work substantial hardship on about 100 fulltime locals in small communities where a large portion of the population retires at an early hour.

The rule as amended requires a minimum operating schedule each night except Sunday at least until 10 p.m., Mr. Bennett asserted. He said that practically all of the stations in this category find they can best serve their communities by operating fulltime from 6 a.m. to 6 p.m., but many in the smaller cities and more sparsely settled areas close down for the night at 8 or 9 p.m., thus operating more than the two-thirds requirement. Yet, he declared, under the amended rules they must either reduce the "much needed daytime operation or increase their operating expense beyond that which present income can absorb."

THE human and material resources of the United States now being marshalled in a vast defense program will be dramatized on NBC-Blue in a series titled *This Our America*, starting July 3, and presented in cooperation with the National Resources Planning Board.

L. A. Scale Stands

LOS ANGELES Musicians Mutual Protective Assn., Local 47, AFM, has abandoned plans to increase its radio performance scale and indications are that the present wage list will continue at least until world-wide conditions are improved. Local 47 executives have been conferring with Southern California radio executives for several months and in one or two instances had worked out higher compensation for radio musicians, particularly as applying to network stations. Board executives, however, have been lukewarm to the scale increase and from all indications there will be no further attempt at this time to secure additional compensation for union members employed by local stations. Union donated the full services of its membership to the special Red Cross broadcast of June 22, which was staged under auspices of the Southern California Broadcasters Assn.

AFRA Agent Ruling

AMERICAN Federation of Radio Artists, planning to license all West Coast radio talent agencies and brokers, has notified its membership that no new contracts can be entered into with agents after Aug. 15 when the organization plans to put the pact into effect. Hollywood members were notified in mid-June to file current agent contracts with AFRA, deadline being set at June 15. Copies of all future contracts, it was said, must be filed within one week after being signed. Ruling, now in effect, provides that no member can make a contract unless it stipulates that the agent will agree, in writing, to abide by any AFRA regulation. It further states that the agent will attempt to secure a license within 30 days after AFRA sets up its licensing plan. In the event the agent fails to agree to this stipulation, the contract must specify that it becomes void, AFRA states.

Corwin to Hollywood

NORMAN CORWIN, CBS writer-director, on June 19 left for Hollywood to assist in the preparation of the RKO picture "Two on an Island," and to handle some CBS Coast radio productions this summer. CBS also announced that "The Plot to Overthrow Christmas", written by Mr. Corwin for broadcast on *Words Without Music*, CBS sustaining series, on Christmas Day, 1938, will be published this fall in a special limited edition by the Peter Pauper Press. Two other Corwin dramas have also been issued in book form, "They Fly Through the Air With the Greatest of Ease," and "Seems Radio Is Here to Stay."

STAFF PICKS BOSS

WBAL Salesmen Elect Peard Sales Manager

THE UNUSUAL procedure of permitting his sales staff to elect their own "boss" was followed by Harold Burke, manager and commercial manager of WBAL, who has announced that Leslie H. Peard Jr. has been named the station's sales manager, effective July 1. Mr. Peard has been a member of the WBAL sales staff since 1934.

Mr. Peard

Deciding to relieve himself of the duties of commercial manager and to promote one of the station's salesmen to the post, Mr. Burke called in salesmen Peard, R. C. Embry, James Kennedy and Chauncy Brooks and told them he would be willing to accept any one of them for the job. Peard was the unanimous choice of the other three.

A native Baltimorean, Peard was educated in the local schools and at Princeton. After leaving college he served 2½ years on the promotion staff of WFBR. Then he joined the advertising departments of Gunther Brewing Co. and McCormick & Co., Baltimore spice wholesalers, before joining WBAL. He is the originator of the *Treasure Hunt* program idea introduced on WBAL and then sponsored on various stations by American Tobacco Co. and other advertisers. He also originated the plan of displaying WBAL's newsroom in actual operation in downtown store windows, which has been done since 1938 and which many other stations have emulated.

Cummer's Plans

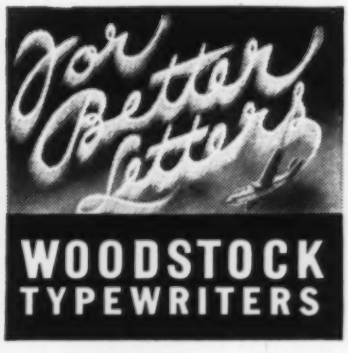
CUMMER PRODUCTS, Bedford, O., which last April was purchased by Sterling Products Co., New York [BROADCASTING, April 1], on July 24 is planning to replace its *What Would You Have Done?* quiz program with a dramatic series titled *Metropolitan Airport* on NBC-Blue, Wednesdays, 8:30-9 p.m. Also effective July 24, Young & Rubicam, New York, has been appointed to handle advertising for Cummer Products for both Energine and Molle shaving cream, it is understood. The new program would be heard in the interests of Energine, while the Molle program on NBC-Red, *Battle of the Sexes*, would continue Tuesdays, 9-9:30 p. m.

LADY ESTHER GETS CITATION BY FTC

STRIKING directly at the firm's radio advertising continuities as well as its advertising in other media, the Federal Trade Commission in early June issued an order against Lady Esther Ltd., Chicago cosmetic manufacturer and heavy user of radio time, banning certain representations for Lady Esther cleansing cream. The order, banning 24 separate representations for the product, was regarded as a virtual "bible" for all future permissible claims for such products. Lady Esther at present sponsors Guy Lombardo in the *Lady Esther Serenade* on CBS. For several previous years the company sponsored Wayne King on NBC.

The FTC on June 27 announced acceptance of stipulations from Peter Paul Inc., Naugatuck, Conn., and Platt-Forbes Agency, New York, in which each agreed to discontinue certain representations in advertising for Ten Crown Charcoal Gum, advertised via radio.

Other stipulations accepted in late June include: Detrola Corp., Detroit radio and camera manufacturer, agreeing to cease certain representations for the Detrola candid camera; O'Dea, Sheldon & Canaday, New York advertising agency, agreeing to cease certain representations in advertising for Hires R-J Root Beer; Editors & Publishers Service Co., New York, agreeing to discontinue certain representations for its slogan service. The FCC has issued a complaint against R. E. Engineers, Cincinnati, alleging misrepresentation of an "Add-A-Tube" device purported to give longer life to radio tubes and improve reception.



FOUND: $348 LOST SENDING TELEGRAMS!

Last year a certain firm (name on request) saved $348 on telegrams by having Postal Telegraph survey telegraph costs! Let this free telegraph cost analysis work for *you*. It uncovers huge waste, and provides easy-to-follow plan to *stop* it!

WIRE COLLECT:

For information about free telegraph cost analysis —wire collect: J. J. O'Donnell, Postal Telegraph, 253 Broadway, N.Y.C. No obligation.

Postal Telegraph

KSCJ SIOUX CITY IOWA
The JOURNAL
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

HAY-ADAMS HOUSE

In hospitality, charm and dignity as well as service and cuisine, the Hay-Adams House perpetuates these two great names. An ideal location, directly opposite the White House, overlooking beautiful LaFayette Park. Write for free "Guide to Washington."

From $3.50 Single $5. Double
Completely Air Conditioned

SIXTEENTH STREET AT H
WASHINGTON D.C.

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

JUNE 14 TO JUNE 28, INCLUSIVE

Decisions . . .

JUNE 14

WHBU, Anderson, Ind.—Granted license new trans., change antenna.

KWK, St. Louis—Granted change in applic. CP, asking different facilities.

WHIP, Hammond, Ind.—Granted continuance hearing re applic. change hours.

JUNE 18

KTRB, Modesto, Cal.—Granted voluntary assignment license to KTRB Bcstg. Co.

KFH, Wichita—Granted CP increase N to 5 kw directional N.

WMAN, Mansfield, O.—Granted transfer control to Monroe F. Rubin.

WNLC, New London, Conn.—Granted CP increase to 250 w N & D, new trans.

KDB, Santa Barbara, Cal.—Granted mod. license N to 250 w.

KFDA, Amarillo, Tex.—Granted transfer control to J. L. Nunn.

NEW, Western Bcstg. Co. of Wyoming, Cheyenne—Granted CP 1370 kc 250 w unl.

SET FOR HEARING—NEW, Ben J. Sallows, Alliance, Neb., CP 1210 kc 100-250 w unl., in conjunction applications of Paul R. Heitmeyer and Frontier Bcstg. Co., both of Cheyenne.

MISCELLANEOUS — WKBB, Dubuque, Ia., dismissed petition for reconsideration and further hearing re applic. Telegraph Herald for new station, which was granted 7-2-37; Jansky & Bailey, Georgetown, D. C., cancelled mod. license re frequency; Congress Square Hotel, denied hearing re applic. Thompson L. Gurnsey and Congress Square Hotel Co. for consent transfer control of Maine Bcstg. Corp., license WLBZ, dismissed 3-22-40.

NEW, Albermarle Bcstg. Station, Albermarle, N. C.—Adopted as final proposed findings denying CP 1370 kc 100 w D.

NEW, Radio Voice of Springfield, Springfield, Ohio.—Adopted as final proposed findings granting CP 1310 kc 100 w unl.

JUNE 19

NEW, Radio Voice of Springfield, Springfield, O.—Adopted final order granting CP 1310 kc 100 w unl.

NEW, Albemarle Bcstg. Station, Albemarle, N. C.—Adopted final order denying CP 1370 kc 100 w D.

KVOS, Bellingham, Wash.—Scheduled for oral argument 7-11-40 on proposed findings re Bellingham Bcstg. Co. and KVOS applic. for renewal.

KSAM, Huntsville, Tex.—Proposed findings for revocation of license.

JUNE 20

WSVS, Buffalo—Granted mod. license change name to Board of Education, City of Buffalo.

JUNE 21

KFRC, San Francisco—Granted license increase to 5 kw unl.

WKIP, Poughkeepsie, N. Y.—Granted license new station 1420 kc 250 w unl.

WREN, Lawrence, Kan.—Proposed findings for denial of applic. to move to Kansas City.

JUNE 24

WAAB, Boston; Mayflower Bcstg. Corp., Boston—Set for hearing 7-18-40 proposed findings of fact re applic. Mayflower Bcstg. Corp. for new station 1410 kc. 500 w-1 kw unl., asking WAAB facilities; and applic. Yankee Network for renewal WAAB license.

JUNE 25

WCBD, Chicago—Denied petition rehearing grant 5-8-40 to KFUO of mod. license to 830 kc 1 kw LS and increase to 5 kw Class II. (WCBD applic. change to 830 kc 5 kw D scheduled for hearing.)

WLEU, Erie, Pa.—Denied rehearing on grant of CP to Presque Isle Bcstg. Co. for new station in Erie.

WAAT, Jersey City—Granted CP new trans., increase to 1 kw unl. directional N, move trans.

WAVE, Louisville—Granted CP increase to 5 kw, new trans., move trans., directional N & D.

WCSH, Portland, Me.—Granted CP increase to 5 kw directional N & D.

WDAY, Fargo, N. D.—Granted CP increase N to 5 kw directional.

NEW, Textile Bcstg. Co., Greenville, S. C.—Granted CP 1500 kc 250 w unl.

WJW, Akron—Granted consent transfer control to William M. O'Neil.

WWAE, Hammond, Ind.—Granted consent assign license to O. E. Richardson and Fred L. Adair.

KGBX, Springfield, Mo.—Granted CP new trans., increase to 5 kw directional N.

WFBM, Indianapolis—Granted mod. license N to 5 kw directional.

NEW, Herald Pub. Co., Albany, Ga.—Granted CP Class III-B 1230 kc 1 kw D.

NEW, MSB Bcstg. Co., Omaha—Granted CP Class IV 1500 kc 250 w unl.

KABR, Aberdeen, S. D.—Granted CP new trans., change directional antenna, increase to 5 kw N & D.

WHK, Cleveland—Granted CP increase N to 5 kw directional.

KLRA, Little Rock, Ark.—Granted CP increase N to 5 kw directional.

WHUB, Cookeville, Tenn.—Granted consent voluntary assignment CP to WHUB Inc.

WNEL, San Juan, P. R.—Granted CP change trans., antenna, increase to 5 kw unl.

TEMPORARY RENEWALS—KTHS, Hot Springs, Ark.; KGBU, Ketchikan, Alaska; KMA, Shenandoah, Ia.; KTW, Seattle; WDSU, New Orleans; KFAR, Fairbanks, Alaska; WGST, Atlanta; WMC, Memphis; KXO, El Centro, Cal.

MISCELLANEOUS—NEW, Kaw Valley Bcstg. Co., Topeka, denied reconsideration and grant applic. CP 250 w 1500 kc, set for hearing on 3-29-40; KGB, San Diego, cancelled authority granted 11-27-39 for CP new trans., antenna, increase to 5 kw, and application retired to closed files; NEW, Allegheny-Kiski Bcstg. Co., New Kensington, Pa., granted CP 1120 kc 250 w D.

SET FOR HEARING—NEW, Greenville Bcstg. Co., Greenville, S. C., CP Class IV 1500 kc 250 w unl.

JUNE 26

WSAM, Saginaw, Mich.—Granted license new station 1200 kc 100-250 w spec.

JUNE 27

NEW, Pawtucket Bcstg. Co., Pawtucket, R. I.—Adopted final order granting CP 1390 kc 1 kw unl.

KXA, Seattle—Granted license increase to 1 kw N & D etc.

KTCH, Lihue, T. H.—Granted license increase N to 250 w.

KROD, El Paso—Granted license new station 1500 kc 250 w unl.

WJHO, Opelika, Ala.—Granted license new station 1370 kc 100-250 w unl.

WGTC, Greenville, N. C.—Granted license new station 1500 kc 250 w unl.

JUNE 28

MISCELLANEOUS—NEW, Anthracite Bcstg. Co., Scranton, Pa., denied postponement hearing; WCBD, Chicago, granted amendment application mod. license to 830 kc and change hours.

Applications . . .

JUNE 14

WNBI, Bound Brook, N. J.—CP change freq., increase to 50 kw.

WRCA, same—CP change freq., increase to 50 kw.

WSVS, Buffalo — Mod. license change name to Board of Education, City of Buffalo.

WKIP, Poughkeepsie, N. Y. — License new station.

WAKR, Akron—Mod. CP re trans., directional antenna.

WSAM, Saginaw, Mich. License new station 1200 kc.

WSOC, Charlotte, N. C.—CP new antenna, increase to 250 w N & D.

WKAR, E. Lansing, Mich.—License increase power etc.

JUNE 18

WESG, Ithaca, N. Y.—Mod. license move studio to Cornell Campus, Ithaca.

WHEB, Portsmouth, N. H.—Authority transfer control to R. G. LeTourneau.

WFIL, Philadelphia—CP new trans., directional, increase to 5 kw.

WLOG, Logan, W. Va.—License new station.

WPID, Petersburg, Va.—License new station.

NEW, Cuyahoga Valley Bcstg. Co., Cleveland—CP 1270 kc 1 kw D, amended to 1000 kc.

WDAK, West Point, Ga.—Mod. CP move trans., studio, antenna.

WJHO, Opelika, Ala.—License new station.

WWAE, Hammond, Ind.—Voluntary assignment license to O. E. Richardson and Fred L. Adair.

NEW, Western Bcstg. Co. of Wyoming, Cheyenne—CP 1210 kc 100-250 w unl., amended to omit H. L. McCracken from partnership and request 1370 kc 250 w.

JUNE 20

WHN, New York—CP new trans., directional N & D, change to 1050 kc 50 kw Class II.

WKZO, Kalamazoo, Mich.—CP increase to 1-5 kw directional N, new trans.

NEW, Butler Radio Inc., Tyler, Tex.—CP 1370 kc 250 w unl.

WMBD, Peoria, Ill.—Mod. license to WMBC Bcstg. Co.

WBAA, W. Lafayette, Ind.—CP increase power etc., amended to Class III-B.

JUNE 24

NEW, Radio Voice of New Hampshire, Manchester—CP 610 kc 1-5 kw Directional Class III-B.

WKBW, Buffalo—CP new trans., directional, increase to 50 kw Class I-B.

WLAP, Lexington, Ky.—CP move trans., new antenna.

WSPA, Spartanburg, S. C.—CP directional N, change to 1 kw unl., Class III-B.

NEW, James Freeman Holmes, Valdosta, Ga.—CP 1500 kc 100-250 w unl. Class IV.

W9XG, W. Lafayette, Ind.—CP television frequencies 66-72 mc. Class I.

KYSM, Mankato, Minn.—CP change to 940 kc 1 kw directional N Class III.

WLOL, Minneapolis—License new station.

NEW, Wm. H. Amesbury, Minneapolis—CP 630 kc 500 w unl., amended to 1 kw.

JUNE 26

WBNX, New York—License increase power etc.

WABC, New York—CP move trans., amended re antenna.

WQXR, New York—Mod. CP new equip., increase power, re antenna and transmitter.

NEW, Maryland Bcstg. Co., Baltimore—CP 1210 kc 250 w unl. Class IV, amended to 1200 kc.

WFNC, Fayetteville, N. C.—License new station.

KRLD, Dallas—License for exp. auth. unl. time etc.

KFWC, Hot Springs, Ark.—License new station.

WMOG, Brunswick, Ga.—Consent transfer control to Arthur Lucas and William K. Jenkins.

KJR, Seattle—CP increase to 10 kw, amended re antenna, ask Class I-B.

JUNE 27

NEW, Caribbean Bcstg. Assn., San Juan, P. R.—CP 1500 kc. 250 w unl., amended to ask WSSJ facilities.

KYW, Philadelphia—CP increase to 50 kw I-B directional N & D.

NEW, Harbenito Bcstg. Co., Harlingen, Tex.—CP 1370 kc 250 w unl., amended to 1420 kc.

KRRV, Sherman, Tex.—License increase power etc.

NEW, Constitution Bcstg. Co., Atlanta—CP 550 kc 1-5 kw unl. III-B.

JUNE 28

WRUW, Boston—CP increase to 50 kw.

WAGA, Atlanta—Mod. license to 1 kw N & D.

NEW, Inter-City Adv. Co., Charlotte, N. C.—CP 1310 250 w unl.

NEW, Capitol Bcstg. Corp., Indianapolis—CP 1280 kc 1-5 kw unl. directional N III-B.

WISN, Milwaukee—CP new trans., directional, increase to 1-5 kw, amended to 5 kw N & D.

KVOA, Tucson, Ariz.—CP change to 590 kc directional IIII-B.

Many FM Applications Expected

(Continued from page 13)

proper applications and showings. In cases where the number of qualified applicants exceed the number of available assignments in a given area, it is likely that all such contests will be thrown into public hearing.

Technical Standards

The *Standards of Good Engineering Practice*, approved by the FCC June 28, outlined in detail technical requirements governing operation of the stations. The new application form (319) also was given full approval by the FCC at the same meeting.

The rules specify that no service from skywaves or secondary service is obtainable on FM and that no intermittent service is recognized. The field intensity necessary for service is given as 1 mv. for city areas near factories, carlines, or busy streets, and 0.05 mv. for rural area away from highways. These field strengths are based on the absence of objectionable fading and the usual noise levels encountered in the two areas and also predicated upon the absence of interference from other high frequency stations. Detailed instructions as to how to establish the service area were given along with instructions as to the manner in which applications specifying engineering requirements should be filed.

The rules specify that transmitter and associated studio equipment shall be capable of transmitting a band of frequencies from 50 to 15,000 cycles within two decibels of the level at 1,000 cycles. There are no present requirements for standard broadcast quality, though the limitation, regulated more or less by inter-city telephone wirelines for network stations, is around 5,000 cycles. The standard specified in detail other requirements as to quality of signal, noise level and other high fidelity characteristics to be imposed upon FM. The Commission specified that approval given equipment at this stage shall not be construed to mean that the equipment will be satisfactory as the state of the art progresses or as the rules of the Commission may be changed as deemed advisable.

Taking cognizance of possible patent conflicts to develop in FM, the engineering standards stated that in passing on equipment, no consideration is given by it to patent rights.

In connection with authorization of FM commercial operation, the FCC announced June 24 it soon will repeal sections 4.111-4.117 of its rules which heretofore have governed experimental operation of ultra-high frequency stations. Section 4.114 allocates frequencies in the 25,300-26,900 kc. band for use of high-frequency broadcast stations on an experimental basis. The Commission plans that these frequencies will be made available, by revision of rules to be promulgated shortly, for developmental broadcast stations covered by sections 4.115-4.157 of the rules.

Hereafter, the Commission said, it does not contemplate granting any application for the use of frequencies in the 25,300-26,900 kc. band for experimentation looking toward establishment of commercial domestic broadcast service. Existing stations in the band may apply for modification of licenses to permit continued operation on their present assignments under the classification of developmental broadcast stations, or under the new FM rules, they may apply for licenses authorizing commercial operation on the frequencies 43,000 kc. and above assigned for this new service.

Network Accounts

All time EDST unless otherwise indicated.

New Business

LEVER BROS. Co., Cambridge, Mass. (Lifebuoy), on July 10 starts *The Adventures of Mr. Meek* on 63 CBS stations, Wed., 7:30-8 p. m. (reb., 12 midnight-1 a. m.). Agency: Wm. Esty & Co., N. Y.

REGIONAL BROADCASTERS' Assn., New York (associated products), on Sept. 29 starts *Dorothy Thompson* on 25 or 40 NBC-Blue stations, Sun., 7:30-7:45 p. m. Agency: Stockton, West & Burkhart, Cincinnati.

LOS ANGELES SOAP Co., Los Angeles (White King and Sierra Pine soaps), on July 1 starts for 26 weeks *News at Noon* with Knox Manning, commentator, on 5 CBS West Coast stations (KNX KARM KSFO KOY KTUC), Mon. thru Fri., 11:45 a. m.-12 noon (PST). Agency: Raymond R. Morgan Co., Hollywood.

SHERWIN-WILLIAMS Co., Cleveland (paints), on Oct. 20 resumes *Metropolitan Auditions of the Air* on 47 NBC-Red stations, Sun., 5:30-6 p. m. (EST). Agency: Warwick & Legler, N. Y.

TEXAS Co., New York (Texaco gas), on July 3 starts *Summer Variety* program on 88 CBS stations, Wed., 9-9:30 p. m. Agency: Buchanan & Co., N. Y.

Renewal Accounts

LIGGETT & MYERS Co., New York (Chesterfield cigarettes), on June 21 renewed for 26 weeks *Glenn Miller's Orchestra* on 95 CBS stations, Tues. and Thurs., 10-10:15 p.m. Agency: Newell-Emmett Co., N. Y.

Network Changes

GENERAL FOODS Corp., New York (Jell-O), on July 4 shifts *The Aldrich Family* on 92 NBC-Red stations, Sun., 7-7:30 p. m. to 48 NBC-Red stations, Thurs., 8:30-9 p. m. Agency: Young & Rubicam, N. Y.

CITIES SERVICE Co., New York (oil, gas), on Aug. 2 shifts *Cities Service Concert* on 56 NBC-Red stations, Fri., from 8-9 p. m. to 8-8:30 p. m. Agency: Lord & Thomas, N. Y.

CONTINENTAL BAKING Co., New York (Wonder Bread), on June 29 shifted *Sky Blazers* on 47 CBS stations, Sat., from 7:30-8 p. m. to 8-8:30 p. m. Agency: Benton & Bowles, N. Y.

GILLETTE SAFETY RAZOR Co., Boston, on July 2 shifts *Elmer Davis in the News* on 87 CBS stations from Fri. and Sun., 8:55-9 p. m. to Tues. and Fri., 8:55-9 p. m. Agency: Maxon Inc., N. Y.

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2. NEW CRYSTAL (less holder) **$22.50**
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LOW DRIFT - APPROVED BY FCC

Scientific RADIO SERVICE

124 Jackson Ave. University Park, Md.

Benny for Relief

SIX RECORDINGS of the NBC *Jack Benny Show*, sponsored by General Foods Corp., have been sent to England by Paramount Pictures Studios, Hollywood, in response to a request by the British Broadcasting Co., in an effort to give the English people 'relief from the grim atmosphere of war'.

GENERAL FOODS Corp., New York (Post Toasties), on July 1 starts *Elmer Davis and the News* on 87 CBS stations, Mon., Wed., Thurs., 8:55-9 p.m. Agency: Benton & Bowles, N. Y.

WHEELING STEEL Corp., Wheeling, on Oct. 6 resumes *Musical Steelmakers* on 44 MBS stations, Sun., 5-5:30 p.m. Agency: Critchfield & Co., Chicago.

AMERICAN BIRD PRODUCTS, Chicago (bird food), on Oct. 13 resumes for 29 weeks *American Radio Warblers* on 11 MBS stations, Sun., 12:15-12:30 p.m. (EST). Agency: Weston-Barnett Co., Chicago.

WILSHIRE OIL Co., Los Angeles (Polly gas), on June 17 renewed for 13 weeks, *Pull Over Neighbor*, quiz program, on 15 California Don Lee network stations, Mon., 8-8:30 p.m. (PST). Agency: Dan B. Miner Co., Los Angeles.

SEALTEST Inc., New York (milk), on July 4 shifts *Rudy Vallee* on 59 NBC-Red stations, Thurs., from 9:30-10 p.m. to 10-10:30 p.m. Agency: McKee & Albright, Philadelphia.

LEVER BROS. Co., Cambridge, Mass. (Rinso), on July 2 shifts *Uncle Jim's Question Bee* on 61 CBS stations from Tues., 8-8:30 p.m. to Wed., 8-8:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

STERLING PRODUCTS Co., New York (Ironized Yeast), on July 9 shifts *Court of Missing Heirs* on 66 CBS stations, Tues., from 8:30-8:55 p. m. to 8-8:30 p. m. Agency: Ruthrauff & Ryan, N. Y.

WESTINGHOUSE ELECTRIC & MFG. Co., Pittsburgh, on July 2 shifts *Musical Americana* on 101 NBC-Red and Blue stations from Pittsburgh to New York, from Thurs., 8-8:30 p.m. to Tues., 9-9:30 p. m. Agency: Fuller & Smith & Ross, N. Y.

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on July 4 adds 16 NBC-Blue stations to *Pot O' Gold* making a total of 116 NBC-Blue stations, Thurs., 8:30-9 p. m. Agency: Stack-Goble Adv. Agency, N. Y.

LEVER BROS., Toronto (Lifebuoy soap), on July 10 shifts *The Family Man* originating at Toronto from Tues. to Wed., 8:30-9 p. m. (repeat 1-1:30 a. m.) on 34 CBC stations. Agency: J. Walter Thompson Co., Toronto.

GENERAL FOODS Corp., New York (Maxwell House coffee), on July 4 shifts *Good News of 1940* on 82 NBC-Red stations, Thurs., from 9-9:30 p. m. (EDST), to 8-8:30 p. m. and adds West Coast repeat, 7:30-8 p. m.

KRAFT CHEESE Co., Chicago (cheese), on July 4 shifts *Kraft Music Hall* on 77 NBC-Red stations, Thurs., from 10-11 p. m. (EDST), to 9-10 p. m. Agency: J. Walter Thompson Co., Chicago.

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), on June 28 replaced *Alec Templeton Time* with *Quiz Kids* on 57 NBC-Red stations, Fri., 10:30-11 p. m. Agency: Wade Adv. Agency, Chicago.

GENERAL FOODS Corp., (Swansdown, Calumet), from July 1 to Sept. 27 shifts *Kate Smith Noonday Chats* from New York to Lake Placid, on 67 CBS stations, Mon. thru Fri., 12 noon-12:15 p. m. Agency: Young & Rubicam, N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Prince Albert Tobacco-Camel cigarettes), on July 13 replaces *Bob Crosby's Orchestra* with *Uncle Ezra*, renewing the program for 52 weeks on 69 NBC-Red stations, Sat., 10-10:30 p.m. Agency: Wm. Esty & Co., N. Y.

AIR CONDITIONING TRAINING Corp., Youngstown, on June 17 replaced *Happy Jim Parsons* with *Ambitions in Rhythm* on 28 NBC-Blue stations, Sun., 11:30-11:45 a.m. Agency: National Classified Adv. Agency, Youngstown.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Prince Albert tobacco), on July 1 adds 36 NBC-Red stations to *Grand Ol' Opry House* making a total of 64 NBC-Red stations, Sat., 10:30-11 p.m. Agency: Wm. Esty & Co., N. Y.

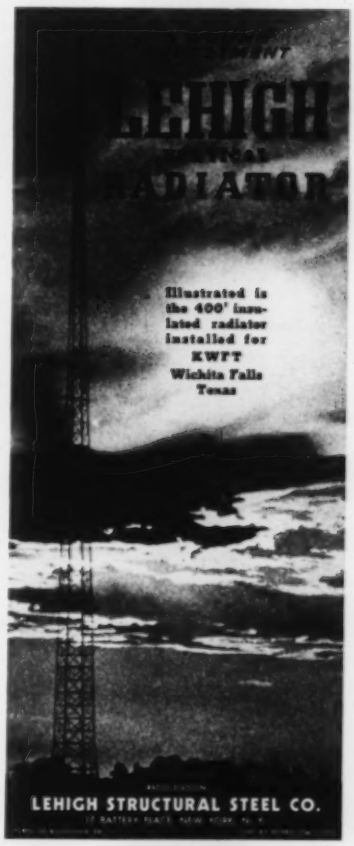
GENERAL FOODS Corp., New York, after July 2 broadcast CBS will promote Grape Nuts on *We the People*, Tues., 9-9:30 p.m. Agency: Young & Rubicam, N. Y.

MACFADDEN PUBLICATIONS, New York (*Liberty*), on June 20 added 8 MBS stations to Gabriel Heatter's *Voice of Liberty* making a total of 13 MBS stations, Thurs. and Sat., 9-9:15 p.m. Agency: Erwin, Wasey & Co., N. Y.

PHILIP MORRIS & Co., New York (cigarettes), on June 23 added 27 CBS stations to *Philip Morris Musical Game* making a total of 63 CBS stations, Sun., 8-8:30 p.m. Agency: Biow Co., N. Y.

ANDREW JERGENS Co., Cincinnati (Woodbury soaps), on July 3 renews for 13 weeks *Woodbury Hollywood Playhouse* on 63 NBC-Red stations, Wed., 8-8:30 p.m. (EDST), with West Coast repeat, 7-7:30 p.m. (PST). Agency: Lennen & Mitchell, N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on July 2 renews for 13 weeks *Kay Kyser's College of Musical Knowledge* on 113 NBC-Red stations, Wed., 10-11 p.m. (EDST). Agency: Lord & Thomas, N. Y.



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TO ALLEVIATE the suffering of others, this group, representing the American Red Cross, Southern California radio and advertising agencies, got together in Hollywood to plan the greatest mercy Red Cross program in the history of broadcasting. They are (l to r, seated), Al Gordon, Mrs. Esther Chatburn and D. C. MacWatters, Los Angeles Red Cross Chapter chairman; Jack Runyon, radio director of Buchanan & Co.; Charles Vanda, CBS western division program director. Standing (l to r) John Swallow, NBC western division production manager; Harry Maizlish, KFWB manager; Bill Forbes, CBS representative; Mel Melvyn, stage and art director; Hal Bock, NBC western division publicity director; William Ray, KFWB special events director; Leon Leonardi, KFWB musical director; Harry Witt, CBS Southern California sales manager, and president of the Southern California Broadcasters Assn., under whose auspices the broadcast was presented; Paul Pierce, KNX continuity editor; Sandy Cummings, Benton & Bowles Inc., producer, and Matt Barr, NBC Hollywood publicity editor. Mrs. Chatburn and Al Gordon are on the committee.

REVOCATION SEEN FOR TEXAS GROUP

ULTIMATE revocation of the licenses of seven Texas stations which allegedly flouted the law through hidden ownership involving mainly Rev. James G. Ulmer, was strongly indicated by the FCC June 19 in adopting proposed findings of fact and conclusions on revocation of the license of KSAM, Huntsville, Tex.

On June 21 the FCC received a report on another station, KGFI, Brownsville, in which the presiding Commissioner recommended deletion for similar reasons. In the latter report it was recommended that the law department be instructed to examine the legal status of KRIS, Corpus Christi, to ascertain whether its license had been procured "in good faith."

Previously the FCC had adopted proposed findings under which the licenses of KTBC, Austin, KNET, Palestine, and KRBA, Lufkin, would be revoked, based on recommendations of Commissioner George H. Payne, who presided at all of the Texas hearings. Oral arguments in these cases, challenging the manner in which the proceedings had been conducted by Commissioner Payne, were heard by the FCC June 28. Other stations against which revocation proceedings have been instituted are KGKB, Tyler, and KAND, Corsicana.

Taught by Proxy

AS DIRECTOR of the radio and drama workshop of the National Music Camp, which recently went into sesion at Interlochen, Mich., William D. Boutwell was faced with the problem of instructing his classes there despite being delayed in Washington because of the press of his duties as director of the radio division of the Office of Education. So he transcribed his lectures in classroom style, with assignments, and forwarded the records to the camp.

Cities Service Slices

OLDEST commercial network program, the *Cities Service Concert*, on Aug. 2 will be reduced to a half-hour for the first time in its history, according to an announcement by the Cities Service Co., New York, which stated that the program would be presented in a new summer "streamlined" version. The program, heard on NBC since 1926 as an hour feature, will be presented Fridays, 8-8:30 p. m. instead of 8-9 p. m., on 56 Red stations. It will continue to feature Lucille Manners, Ross Graham and Frank Black's orchestra. Agency is Lord & Thomas, New York.

Model Plane Contest

CONTINENTAL BAKING Co., New York, tying in its exhibit at the New York World's Fair and its CBS program *Sky Blazers*, for three days starting June 29, is sponsoring the "Sky Blazers Model Aircraft Exposition", a competition for model builders from 6 to 60, who are invited to compete in three divisions. Entrants must bring their ships in person to the Continental exhibit at the Fair, to be judged by Col. Roscoe Turner, m.c. of the CBS program, who has been announcing details of the contest on the program for the past several weeks. A total of 63 major prizes will be awarded July 1. The first day of the meet, June 29, was set aside as "Wonder Bread Day" at the Fair. Agency is Benton & Bowles, New York.

Local Red Cross Broadcast Blossoms Into Radio's Greatest Mass Production

By DAVID GLICKMAN

WHAT started out to be a mercy Red Cross broadcast over local Southern California stations only, under auspices of the Southern California Broadcasters Assn., on June 22, grew into one of the most far-reaching shows that has ever been known for such a cause, and the first mass cooperative effort on the part of radio.

The show was originally scheduled for the 17 Southern California member stations, but 12 hours before broadcast time stations all over the United States started putting in requests to release it. The demand became so great that the program was carried across country, in part or whole, by NBC, CBS and Mutual-Don Lee networks. CBS also shortwaved it to Central and South America, and parts to Europe.

Although the association set its goal at $25,000, tabulations indicated more than $75,000 had been contributed to the Red Cross through local stations, with contributions and pledges still pouring in. When final checkup is made it is expected that national receipts will exceed $500,000.

An Overflow Crowd

Produced under direction of Charles Vanda, CBS western division program director, the show got under way at 9 p.m. (PST), and continued for 2 hours, 20 minutes, originating from the sound stage of KFWB, Hollywood, which holds 6,000 persons. An overflow crowd of 1,000 was seated on another stage. Seat tickets sold at $1 to $100 each and persons who had paid $10 a ticket found standing room only in many instances. A crowd of more than 4,000 jammed the street outside the studio, which had been officially named Avenue of Mercy by Mayor Fletcher Bowron of Los Angeles, when he proclaimed June 22 Radio Red Cross Day. Mayors of other Southern California communities also designated the day as such. Giving further cooperation, the city put a corps of motorcycle police at the disposal of the Southern California Broadcasters Assn. They called for all contributions of $50 or over, made by individuals in Los Angeles county.

Western Union messengers were assigned to call for all lesser contributions. May Co., Los Angeles department store, placed its mammoth telephone switchboard service at disposal of the broadcasters, to receive phoned-in donations. NBC and CBS uniformed page boys handled crowds and acted as ushers at KFWB. Tickets for the show were sold through all stations in the Southern California area.

More than 50 radio and film stars contributed their services to this special Red Cross appeal, and throughout the more than two-hour broadcast no sponsor credit was given for talent appearing. Shirley Temple made her second radio appearance for charity, giving the theme for the salute to America with Paul Muni, in a dramatic sketch. The all-star cast included: Don Ameche, the Andrews Sisters, Gene Autry and the Texas Rangers, Kenny Baker, Fanny Brice, Bob Burns, George Burns and Gracie Allen, Jimmy Cagney, Bing Crosby, Charles Dant, Rudolf Friml Jr., John Garfield, Judy Garland, Gloria Jean, Lud Gluskin, Marie Green and Her Merry Men, the Hall Johnson Choir, Wilbur Hatch, Charles Holland, Gordon Jenkins, Jimmy Joy, Kay Kyser, Arthur Lake, Daryl Harpa, Frances Langford, Charles Laughton, Lum and Abner (Chet Lauck and Norris Goff), the Merry Macs, Matty Malneck, Mary Martin, Felix Mills, Pat O'Brien, Joe Penner, Charles Previn, Irene Rich, Edward G. Robinson, Mickey Rooney, Walter Schuman, Artie Shaw, Bob Sherwood, Phil Silvers, Ginny Simms, Penny Singleton, Hanley Stafford, Claude Sweeten, Claire Trevor, John Scott Trotter, Orson Wells, Meredith Willson and Victor Young.

Headed by Maizlish

Ten announcers who divided assignments on the Mercy broadcast were Hugh Brundage, Ken Carpenter, Warren Hull, Dick Joy, Knox Manning, Ken Niles, Thomas Freebairn-Smith, Jimmy Wallington, Don Wilson and Harry Von Zell.

Harry Maizlish, manager of KFWB, was general chairman of the arrangements committee, having been appointed by Harry W. Witt, president of the Southern California Broadcasters Assn., and CBS Southern California sales manager. Committee chairmen who cooperated included beside Mr. Vanda, William Ray, KFWB special events director, in charge of tickets; Chester Mittendorf, KFWB commercial manager, in charge of communications; Hal Bock, NBC western division publicity director, public relations and publicity; Clyde Scott, KFI-KECA, sales manager, Calvin Smith, manager KFAC, and Lawrence McDowell, commercial manager KFOX, Long Beach, Cal., in charge of finances; Mel Melvyn, art director, and Harrison Holliway, manager of KFI-KECA, reception.

The broadcast was lauded by the community and press as the greatest cooperative effort ever undertaken by the Southern California radio industry. Daily newspapers in that area cooperated to the utmost generously, giving space to publicize the broadcast. Besides news stories and photographs, the newspapers also editorialized the event, urging the public to attend the studio broadcast and to also give generously to the effort being made by radio.

FCC Summer Order

ADOPTION of an administrative order (No. 3), providing that less than a quorum of its membership of seven may function as a board to handle all matters except those otherwise specifically assigned, was announced June 27 by the FCC. The order coincides with tentative plans of the Commission to go into quasi-recess from about mid-July to early September but with certain of its members remaining in Washington.

FORT WAYNE, INDIANA...

Another Integral Part of WLW-Land

FORT WAYNE, IND.

Population, 1950 114,946
Retail Sales, 1950 ..... $98,437,000*
Wholesale Sales, 1950 ..... $97,178,000*
% of Market's Buying Power ..... .2514
(selling area)
Radio Homes 39,000
(Allen County)
*Estimated by Sales Management

Served for years by WLW, listeners in this thriving Indiana city have naturally acquired the habit of tuning in the Nation's Station. That this listening habit has promoted a preference among Fort Wayne consumers for brands advertised on WLW is well appreciated by tradesmen in this city. To them, WLW-advertised means well advertised.

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RCA 5,000 Watt

Air-Cooled De Luxe Transmitter . . . Model 5-DX

- ★ Airstream-Cooled Tubes
- ★ De Luxe Unified-Front Panel
- ★ Vertical "Air-Flow" Chassis
- ★ Fingertip-Control Console

MOVING UP TO 5,000 WATTS—? Congratulations! You'll want the finest 5,000-watt equipment available . . . and we honestly believe the RCA De Luxe Air-Cooled Broadcast Transmitter Model 5-DX is just that! Notice the Unified-Front Panel—formerly available only on custom-built television and 50 KW. transmitters. This functional styling means easiest accessibility. Easiest installation. Easiest operation! Especially suitable for flush mounting; ideal for air-conditioned stations.

Cooler! Quieter! Lower Operating Costs!

Each chassis is vertically arranged for natural air-flow convection cooling. All circuit-components on *all* chassis are easier to reach; all circuit components operate cooler. Air-cooled metal-anode tubes are under forced draft: no water, water-pumps, or water-problems to increase maintenance costs.

And far in advance of present standards is the *performance* of the 5-DX! Highest fidelity; highest efficiency! Lowest distortion; lowest operating costs! Write for the 5-DX booklet that tells the whole story of this easy-to-install, easy-to-operate, economical 5 KW. Air-Cooled Transmitter!

"Fingertip" Control for Better Operation

Put the transmitter on the air . . . switch the tower lights on and off . . . switch between studio lines . . . all with a finger-flick! Complete audio, monitoring and power circuits—the *complete* station—all instantly controllable from the "Fingertip" console—exclusive with RCA. Write for full facts and data.

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